EXHIBIT 20





Expert Report of Melissa Pittaoulis, Ph.D.

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I. Qualifications and Assignment

A. Qualifications

- 1. I, Melissa Pittaoulis, am an Associate Director at NERA Economic Consulting ("NERA") where I am a member of the Survey and Sampling Practice. My business address is 1717 Arch Street, Suite 1100, Philadelphia, PA 19103. NERA was founded in 1961 and provides economic, financial, and statistical research and analysis.
- 2. I earned a Ph.D. in Sociology from Temple University. My courses in graduate school focused on quantitative analysis. Among the courses I took are Research Design, Survey Research, Statistical Sampling, Social Statistics, Multivariate Statistics, and Hierarchical Linear Modeling. I have also taken "short courses" offered by the Joint Program in Survey Methodology, which is run by the University of Maryland. While I was a graduate student, I served as a teaching assistant in a graduate-level multivariate statistics class and as an instructor for undergraduate courses on statistics at Temple University.
- 3. I have worked on survey and sampling projects at NERA since 2003. As part of my survey work, I design research, write questionnaires, supervise data collection, and analyze data. As part of my sampling work, I select samples and calculate sample estimates and confidence intervals. In my more than ten years of experience, I have worked on survey and sampling projects in a wide variety of industries, including: automobiles, beverages, beauty products, clothing apparel, computers, durable goods, electronics, financial products, insurance, mobile phones, personal care products, pharmaceuticals, snack foods, and video games. The majority of these projects have been conducted in connection with legal disputes, primarily intellectual property and consumer class action matters. I have also worked on projects involving antitrust issues and employment-related litigation.
- 4. I am a member of the American Association of Public Opinion Research, the American Sociological Association, and the International Trademark Association. My curriculum vitae is attached as Exhibit A.
- 5. NERA is being compensated for my services in this matter at my 2016 standard rate of \$455 per hour. No part of NERA's or my compensation depends on the conclusions I

reach or the outcome of this litigation. Throughout this report, I have used the terms "I" and "my" to refer to work performed by me and/or others under my direction.

6. A list of the documents I relied upon in preparing this expert report is attached as Exhibit B.

B. Background and Assignment

- 7. I was retained by counsel for Hi-Tech Pharmaceuticals, Inc. ("Hi-Tech") in the matter of *Hi-Tech Pharmaceuticals, Inc. v. Dynamic Sports Nutrition, LLC d/b/a Anabolic Research, PBB Trademark Holdings, LLC, and Brian Clapp.* Hi-Tech sells, distributes, and manufactures dietary supplement products, including those designed for muscle and body building. Defendants have owned and operated websites through which they have sold dietary supplements for muscle building.²
 - 8. I was asked to design and conduct survey research to determine three things:
 - (1) Do the websites Anabolics.com, BuySteroids.com, and Steroids.com give consumers the false impression that the products sold on these websites are anabolic steroids?
 - (2) Do the descriptions of certain products sold by Defendants, namely CLEN, D-ANABOL 25, TEST-600x, and TREN 75, cause consumers to believe that using these products would lead to specific results?
 - (3) Are certain advertising claims material to consumers' purchasing decisions regarding muscle-building supplements?

This report describes the results of my survey research, as well as the survey methodology I used.

II. Summary of Findings

9. To address my research objectives, I designed two different online surveys. In the first survey, approximately 600 respondents from the relevant population were surveyed to determine whether consumers who viewed Defendants' websites believed the products sold on those websites were anabolic steroids. In the second survey, approximately 800 respondents from the relevant population were surveyed to determine whether the statements made about four

¹ Complaint, ¶ 1, 2, and 13.

² Complaint, ¶ 32.

products sold on Defendants' webpages – CLEN, D-ANABOL 25, TEST-600x, and TREN 75 – cause consumers to believe that using the products would lead to certain specific results (e.g., "reduces body fat," "increases muscle size," "increases strength," "increases stamina and endurance," and "improves sexual performance and sexual stamina"). In this second survey, I also asked questions to determine the extent to which certain advertising claims would influence consumers' purchasing decisions. Hereinafter, I refer to these surveys as the "Survey 1" and the "Survey 2," respectively.

- 10. In both surveys, respondents were randomly assigned to either a test or a control group. However, each survey had its own test and control conditions and stimuli. Survey 1 had three test conditions and one control condition, while Survey 2 had four test conditions and four control conditions.
- 11. In Survey 1, the three test stimuli were the homepages for Anabolics.com, BuySteroids.com, and Steroids.com.³ For the control stimulus, the Anabolics.com homepage was altered to create a homepage called MuscleBuildingProducts.com. Approximately 200 respondents were assigned to the Anabolics.com test group, 100 were assigned to the BuySteroids.com test group, 100 were assigned to the Steroids.com test group, and 200 were assigned to the control group.
- 12. In Survey 2, all test respondents, regardless of the test group to which they were assigned, viewed the Anabolics.com homepage. However, the individual product description pages shown to the respondents varied: test group respondents were randomly assigned to see one of four pages—either the CLEN, D-ANABOL 25, TEST-600x, or TREN 75 page. All control group respondents viewed the MuscleBuildingProducts.com homepage and then were randomly assigned to see a control page for one of these same four products. This design led to approximately 100 respondents in each of the eight conditions.
 - 13. The key findings from these two studies are as follows:

³ Respondents in the group that viewed the Anabolics.com homepage were also shown the individual product pages for CLEN, D-ANABOL 25, TEST 600x, and TREN 75. No other group, including the control group, was shown these pages.

Survey 1

- In response to an open-ended question, 54.5 percent and 47.0 percent of respondents who viewed the BuySteroids.com and Steroids.com homepages, respectively, believed that the types of products sold on these pages included "anabolic steroids" or "steroids." Among respondents who viewed the Anabolics.com homepage, 7.0 percent indicated that the types of products sold on the website included steroids. Only 1.0 percent of respondents in the control group said that the website sold steroids.
- When asked directly about CLEN, 54.5 percent of consumers in the BuySteroids.com test group, 51.0 percent of consumers in the Steroids.com test group, and 25.9 percent of consumers in the Anabolics.com test group reported that the product was an anabolic steroid. Among the control group, 11.9 percent of respondents believed the control product was an anabolic steroid.
- When asked directly about D-ANABOL 25, a majority of respondents in each test group (80.2 percent in the BuySteroids.com group, 84.0 percent in the Steroids.com group, and 61.2 percent in the Anabolics.com group) indicated that it was an anabolic steroid. Among the control group, 44.3 percent believed the control product was an anabolic steroid.
- When asked directly about TEST-600x, a majority of respondents in each test group (68.3 percent in the BuySteroids.com group, 67.0 percent in the Steroids.com group, and 54.2 percent in the Anabolics.com group) reported that it was an anabolic steroid. Among the control group, 34.3 percent believed the control product was an anabolic steroid.
- When asked directly about TREN 75, 73.3 percent of consumers in the BuySteroids.com
 test group, 71.0 percent of consumers in the Steroids.com test group, and 43.3 percent of
 consumers in the Anabolics.com test group reported that the product was an anabolic
 steroid. Among the control group, 25.9 percent believed the control product was an
 anabolic steroid.

- The results for the test groups show that substantial numbers of respondents believe that the products at issue are anabolic steroids. To determine whether such beliefs are attributable to specific elements of the webpages, namely the domain names and product names, it is necessary to compare the test group results to the control group results. The percentage of respondents in the control group who believe that the product is an anabolic steroid is a measure of the extent to which respondents' beliefs are due to elements of the webpage that were not changed in the control stimulus (e.g., the product descriptions, the consumer reviews), pre-existing beliefs about muscle-building products, or survey noise (e.g., guessing or the survey design itself). By subtracting the control group's response levels from each of the test groups' response levels, I can estimate the level of confusion about the type of products that is specifically attributable to the combination of the website name (i.e., the domain name) and the product names. These estimates are generally known as "net differences" or "net rates."
- Among those who viewed the BuySteroids.com homepage, the net rates ranged from 34.0 percent for TEST-600x to 47.4 percent for TREN 75. Among those who viewed the Steroids.com homepage, the net rates ranged from 32.7 percent for TEST-600x to 45.1 percent for TREN 75. Among those who viewed the Anabolics.com webpages, the net rates for respondents believing the product to be an anabolic steroid ranged from 13.9 percent for CLEN to 19.9 percent for TEST-600x. Based on my professional experience, these rates suggest that the combination of website and product names are likely to lead a substantial number of consumers to believe that the products sold on the website are anabolic steroids.

Survey 2

Among test group respondents who viewed the CLEN product description page, 76.9
percent believed CLEN would reduce body fat and 57.7 percent believed that it would
increase stamina and endurance.

- Among test group respondents who viewed the D-ANABOL 25 product description page,
 76.5 percent believed D-ANABOL 25 would increase muscle size and 72.4 percent believed it would increase strength.
- Among test group respondents who viewed the TEST 600x product description page, 46.5 percent believed TEST 600x would reduce body fat, 71.3 percent believed it would increase muscle size, 75.2 percent believed it would increase strength, and 26.7 percent thought it would increase sexual performance and sexual stamina.
- Among test group respondents who viewed the TREN 75 product description page, 59.8
 percent believed TREN 75 would reduce body fat and 77.5 percent believed it would
 increase muscle size.
- For each product description page, I showed a control group a corresponding control page that removed statements regarding the results in question. I then asked the control group respondents the same questions I asked the test group. Subtracting the control group response level from the test group response level yields "net rates" that measure the extent to which the test group response levels are attributable to the statements at issue rather than other elements of the webpage, survey noise, or pre-existing beliefs. These net rates varied by product and claim, ranging from 6.9 percent for the claim that TEST 600x increases muscle size to 39.9 percent for the claim that CLEN reduces body fat.
- I also included a control question that allowed me to measure the amount of survey noise in the test group responses. The control question asked respondents whether or not the product would increase flexibility—a claim that was not stated or suggested in any of the product description pages. The share of test respondents who believed the product would increase flexibility ranged from 18.8 percent for TEST 600x to 32.7 percent for CLEN. Subtracting the control question percentages from the test group percentages for the various claims yields net rates ranging from 7.9 percent for the claim that TEST 600x increases sexual performance and sexual stamina to 56.4 percent for the claim that TEST 600x increases strength. The fact that the net rates were generally higher when based on

the control question, as opposed to the control group, suggests that pre-existing beliefs and/or elements of the webpages that were not changed in the control pages may have contributed to respondents' belief that the products would produce the specified result.

Among all 804 respondents, at least two-thirds of respondents indicated that each of the following claims would make them more likely to purchase a product: (1) the product reduces body fat; (2) the product increases muscle size; (3) the product increases strength; and (4) the product increases stamina and endurance. In addition, 38.6 percent of respondents reported that information that a product would improve sexual performance and sexual stamina would make them more likely to purchase the product. In my professional opinion, these results suggest that these claims are likely to influence a substantial number of consumers' purchasing decisions.

III. **Survey Methodology**

- I conducted the surveys in accordance with accepted survey research principles, 14. such as those listed in the Federal Judicial Center's Manual for Complex Litigation⁴ and described in the Reference Manual on Scientific Evidence.⁵
- 15. Both surveys were conducted online. Survey Sampling International ("SSI"), a leading market research firm that specializes in sampling and data collection, programmed and hosted the surveys. 6 SSI was founded in 1977 and has been providing online samples for many years. SSI maintains volunteer panels of individuals who agree to take online surveys in

⁴ Federal Judicial Center. 2004. Manual for Complex Litigation, Fourth Edition, §11.493, pp.102-104.

⁵ Diamond, Shari S. 2011. "Reference Guide on Survey Research," pp. 359-423 in the Reference Manual on Scientific Evidence, Committee on the Development of the Third Edition of the Reference Manual on Scientific Evidence; Federal Judicial Center; National Research Council.

⁶ Survey Sampling International. 2017. "Who is SSI & Why Should You Care?" Retrieved February 2, 2017 (https://www.surveysampling.com/site/assets/files/1057/ssi-capabilities-brochure.pdf).

⁷ Survey Sampling International. 2017. "ESOMAR 28: 28 Questions to Help Research Buyers of Online Sample." p.1. Retrieved February 2, 2017 (https://www.surveysampling.com/site/assets/files/1069/esomar-28-questions.pdf).

exchange for earning nominal incentives. ⁸ For each of the two studies, SSI sent invitations to a sample of its panelists to complete the survey screeners and questionnaires that I provided.

- 16. For Survey 1, SSI collected data between January 20, 2017 and January 30, 2017, and a total of 603 respondents qualified and completed the survey. For Survey 2, SSI collected data between January 10, 2017 and January 25, 2017, and a total of 804 respondents qualified and completed the survey.
- 17. When conducting online studies, researchers sometimes use "click balancing." In a click balanced study, the group of individuals who enter the survey (i.e., take the survey screener) are a representative sample of some defined population (e.g., the U.S. adult population). Click balancing allows for the possibility that the group of respondents who qualify for the study and complete the entire survey will have a different demographic makeup than the sample of respondents who answered the screener. 9
- 18. Click balancing is a useful strategy for ensuring that the demographics of the overall sample are representative of the relevant population. However, when a study uses a design with multiple test/control conditions, click balancing may lead to test and control groups that do not have the same demographic makeup. Thus, quotas are preferable to click balancing if the researcher wants to ensure that the demographics of the individual test/control conditions are similar. I used click-balancing during the initial days of data collection to help me determine the age and gender quotas to set.
- 19. Specifically, for Survey 2 (the first survey for which data were collected), the inbound sample, i.e., the sample of *potential* respondents, was initially balanced on gender, age, and census region so that the distribution of potential respondents matched U.S. Census data. In other words, the distribution of respondents who started the survey by clicking the survey link

⁸ Survey Sampling International. 2017. "ESOMAR 28: 28 Questions to Help Research Buyers of Online Sample." pp.5-6. Retrieved February 2, 2017 (https://www.surveysampling.com/site/assets/files/1069/esomar-28-questions.pdf).

⁹ These two groups represent different populations. For example, the group of respondents who take the screener are representative of one population (e.g., the U.S. adult population), while the group of respondents who complete the entire study are representative of the relevant population (e.g., consumers of a particular product).

closely matched those of the general U.S. adult population in terms of age, gender, and region.¹⁰ After the first few days of data collection, I instructed SSI to institute gender and age quotas for each test and control group that reflected the makeup of respondents who had qualified for the survey during the click balancing period. For gender, I instituted a quota for the samples to be 60 percent male and 40 percent female. For age, I instituted a quota for the samples to be no more than 40 percent for persons between the ages of 18-34, no more than 40 percent for persons between the ages of 35-49, no more than 20 percent for persons between the ages of 50-64, and no more than 5 percent for persons aged 65 or older. I used these same quotas for Survey 1. The gender distribution and age distribution of the qualified respondents who passed all quality control checks are shown in Table 1 for Survey 1 and Table 2 for Survey 2.

20. The survey process was conducted in a double-blind manner. Respondents were unaware of the purpose and sponsor of the study. While the project managers at SSI were aware that this study was to be used in litigation, they did not know who NERA's client was, nor were they aware of the issues being litigated.

Α. Survey Screener

- 21. I understand that the relevant population for this matter has been defined by the court as persons interested in products that assist in developing and maintaining muscle mass, including anabolic steroids as well as dietary supplements. To identify members of this population, I used the same screening criteria for both surveys. To qualify for the surveys, respondents had to:
 - Complete the survey on a desktop, laptop, or tablet computer;
 - Be 18 years of age or over;
 - Live in the U.S.;
 - Report that neither they nor anyone in their household are employed in any of the following: an advertising company, a market research firm, a fitness center

¹⁰ This strategy, used in conjunction with a screening questionnaire, allows for the possibility that the demographics of the relevant population are different than the U.S. population in general. In other words, certain age/gender categories may have higher qualification rates than others do.

- or gym, a physician's or nutritionist's office, or a company that makes, sells, or distributes vitamins or supplements;
- Report that they had not taken a survey in the prior six months about products for building muscle mass, size, or strength; and
- Report that in the past 12 months they had purchased products for building muscle mass, size, or strength or that they expected to make such purchases in the next 3 months.

Respondents who indicated they had purchased products for increasing muscle mass, size, or strength within the prior 12 months were asked a follow up question as to whether they had visited or shopped on any websites selling muscle building products. Of the 449 respondents who indicated in Survey 1 that they had purchased muscle building products in the past 12 months, 85 percent indicated they had visited or shopped on websites selling muscle building products. Of the 602 respondents who indicated in Survey 2 that they had purchased muscle building products in the past 12 months, 86 percent indicated they had visited or shopping online for these products.

22. Although the screening criteria for the two studies was the same, the studies were conducted separately and each had its own unique sample.

B. Survey Stimuli

1. Survey 1

23. Respondents to Survey 1 were randomly assigned to one of four groups. Three of these groups were test groups that showed webpages owned and operated by the Defendants while the fourth group was a control group. Respondents assigned to one of the test groups were shown either the homepage for Anabolics.com, the homepage for BuySteroids.com, or the homepage for Steroids.com. Control group respondents were shown an altered version of the Anabolics.com homepage in which the domain name was changed to

MuscleBuildingProducts.com_and references to "anabolics" or "growth hormones" were removed. 11 In addition the product names were altered to be the colors shown on the bottles. 12

- 24. Respondents shown the homepage for Anabolics.com were also shown the product description pages for CLEN, D-ANABOL 25, TEST-600x, and TREN 75. This allowed me to test the possibility that reviewing additional website pages might alleviate any initial confusion respondents had about the types of products sold on the website.
- 25. Each of the webpages shown was a static image, meaning that the stimuli were not live webpages with working links. However, in order to allow respondents to view the product ingredients, the survey was programmed in such a way that if respondents clicked on the ingredients link at the bottom of the page, then the ingredients page would be shown in a pop-up window. Respondents were informed they could click on links that they were interested in clicking on, and that some of the links would open a new page.
 - 26. The images used as test and control stimuli in Survey 1 can be found in Exhibit C.

2. Survey 2

27. In Survey 2, each respondent viewed two webpages: a homepage and a product description page. Respondents were first randomly assigned to one of two groups: test group respondents were shown the homepage for Anabolics.com while control respondents were shown an altered version of this page in which the name of the website was changed to MuscleBuildingProducts.com. ¹³ After viewing the assigned homepage, respondents were subdivided further so that the survey included a total of eight "conditions" or "groups." The test respondents (i.e., those that viewed the Anabolics.com homepage) were randomly assigned to

¹¹ Specific changes include: altering the tab name to read "Musclebuilding" instead of "Anabolics – anabolics.com"; changing the banner from "Anabolics.com" to "MuscleBuildingProducts.com"; the "Growth hormone stack" under "Popular stacks" was removed; on the left-hand side of the webpage, the "Our Products" list was removed, leaving blank space.

All product name references were either renamed to the colors on their bottles or removed from the control webpage homepage entirely. The product names were changed as follows: Pituitary Growth Hormone (pGH) was changed to Orange, TEST 600x was changed to Light Blue, WINN-50 was changed to Yellow, TREN 75 was changed to Green, D-ANABOL 25 was changed to Red, VAR 10 was changed to Pink, CLEN was changed to Purple, and DECA 200 was changed to Blue.

¹³ In addition to changing the page references of Anabolics.com to MuscleBuildingProducts.com, additional changes to the control webpage included: removing certain references to anabolics and description claims such as muscle enhancement, density, or hardening, vascularity, endurance, joint protection, fat/weight loss, etc.

see the product description page for one of four products advertised on the homepage: CLEN, D-ANABOL 25, TEST-600x, or TREN 75. Control respondents (i.e., those that viewed the MuscleBuildingProducts.com homepage) were randomly assigned to see one of four control pages for those same products. As shown in Exhibit D, the control pages removed certain claims from the product descriptions.

- 28. As with Survey 1, each of the webpages shown was a static image, meaning that the stimuli were not live webpages with working links. However, in order to allow respondents to view the product ingredients, the survey was programmed in such a way that if respondents clicked on the ingredients link at the bottom of the page, the ingredients page would be shown in a pop-up window. Respondents were informed they could click on links that they were interested in clicking on, and that some of the links would open a new page.
 - 29. The images used as test and control stimuli in Survey 2 can be found in Exhibit E.

C. Main Questionnaire

1. Survey 1

30. After respondents qualified for Survey 1, they were taken to the main questionnaire and given the following instruction:

We are interested in your honest opinions. There are no right or wrong answers to the questions in this survey. If, for any question, you don't know the answer or don't have an opinion, please feel free to choose the "Don't know/no opinion" option. Please do not guess.

Please click on the ">" button below once you are ready to continue.

31. After respondents clicked the ">" button, they were shown the assigned homepage (i.e., either Anabolics.com, BuySteroids.com, Steroids.com, or MuscleBuildingProducts.com) and given the following instructions:

Please look at the webpage below. Please look at this webpage as you normally would if you were considering making a purchase from this website. The webpage is a real page from an actual website, but the image is not a live page. If there are links that you are interested in clicking on, please do so. Some, but not all, of the links will open a new page. Take as much time as you would like to review the webpage and when you are finished, click ">" to continue. To ensure that you have enough time to review the webpage, the ">" button will appear after a short delay.

- 32. In order to ensure respondents spent enough time reviewing the information on the webpage, the ">" button remained disabled for 20 seconds. Respondents could spend as much time beyond the initial 20 seconds on the page as needed to review the webpage material. All respondents were asked to verify that they were able to see the product clearly. Respondents who were unable to see the product were screened out of the study.
- 33. After viewing the assigned homepage, all respondents then answered two openended questions regarding the messages conveyed by the webpages. Respondents were asked:

"What message or messages does the webpage communicate to you?" and

"What else, if anything, did the webpage communicate to you?"

34. Next, all respondents were asked a close-ended question as to whether they believed a particular type of product was being described on the webpage:

"Is there a type or types of products that you believe are described on this webpage?

- 1. Yes
- 2. No
- 3. Don't know/No opinion"

If the respondent answered "yes" to this question, then an open-ended question immediately followed that asked:

"What type or types of products are described on this webpage?

35. The subsequent survey flow depended upon which group the respondent was assigned. If the respondent was assigned to the Anabolics.com test group, then the respondent was taken to a new page and shown the following message:

Now we are going to show you the webpage again, along with the webpages of four of the products shown on the website.

Please look at the webpages as you normally would if you were considering purchasing the product shown. The webpages are real pages from an actual website, but the images are not live pages. If there are links that you are interested in clicking on, please do so. Some, but not all, of the links will open a new page. Take as much time as you would like and when you are finished, click ">" to continue. To ensure that you have enough time to review the webpage, the ">" button will appear after a short delay.

- 36. Once the Anabolics.com group respondent pressed the ">" button, the respondent was once more shown the Anabolics.com homepage and then subsequently shown the product descriptions pages for CLEN, D-ANABOL 25, TEST-600x, and TREN 75 in randomized order. Respondents did not have a delay to move forward past the homepage; however, there was a 15 second delay for each product page shown. After respondents viewed all of the webpages, they were asked whether they could clearly see all of the webpages. If the respondents indicated they were able to see all pages clearly, then they were taken to the next series of questions. If the respondents indicated they were unable to clearly see all of the webpages, then they skipped the next series of questions and were taken to final data quality control questions.
- 37. If the respondents were assigned to either of the other two test groups (i.e. BuySteroids.com or Steroids.com) or to the control group (i.e. MuscleBuildingProducts.com), they did not see the product description pages shown to the Anabolics.com group and were instead taken directly to the next series of questions.
- 38. All respondents, regardless of group, were then asked a series of closed- and open-ended questions to test whether respondents believed any of the four products were anabolic steroids. For each of the four products, respondents were asked the following closed-ended question:

Based on your review of the webpage/the webpages¹⁴ you just viewed, which, if any, of the following do you think [INSERT PRODUCT NAME]¹⁵ is? *Select all that apply*

- 1. Anabolic Steroid
- 2. Dietary Supplement
- 3. Herbal Supplement
- 4. Amino Acid
- 5. Vitamin
- 6. None of these

- CLEN "the PURPLE product";
- D-ANABOL 25 "the RED product":
- TEST 600x "the LIGHT BLUE product"; and
- TREN 75 "the GREEN product".

¹⁴ The MuscleBuildingProducts.com, BuySteroids.com, and Steroids.com test groups saw the word webpage, while the Anabolics.com group saw the word webpages.

¹⁵ The Anabolics.com, BuySteroids.com, and Steroids.com test groups saw the product name, whereas the MuscleBuildingProducts.com control group saw the color name. Control group respondents saw instead of:

- 7. Other (Specify)
- 8. Don't know/no opinion

To guard against order effects, the order in which the first five response options was shown was randomized across respondents. In addition, while all respondents were asked about each of the four products, the order in which the products were asked about was randomized across respondents. To allow respondents the opportunity to review the webpage again, below each question and above the answer choices, the survey provided a link to view the website homepage.

- 39. For each of the products the respondent identified as an anabolic steroid, the respondent was asked an open-ended question asking "You mentioned that you thought [INSERT PRODUCT NAME] is an anabolic steroid. What makes you say that?"
- 40. The survey concluded with several questions used to address data quality. These questions are described in Section III.D of my report. In addition, I also asked two questions about the types of products for building muscle mass, size, or strength that respondents purchased in the past 12 months or expected to purchase in the next 3 months.
- 41. The complete Survey 1 questionnaire is provided in Exhibit F, and screenshots of the survey as it appeared to respondents are provided in Exhibit G.

2. Survey 2

42. As with Survey 1, after qualifying for the survey, respondents were taken to the main questionnaire, which began with the following instruction:

We are interested in your honest opinions. There are no right or wrong answers to the questions in this survey. If, for any question, you don't know the answer or don't have an opinion, please feel free to choose the "Don't know/no opinion" option. Please do not guess.

Please click on the ">" button below once you are ready to continue.

43. After respondents clicked the ">" button, they were shown the assigned webpage (i.e., either Anabolics.com or MuscleBuildingProducts.com) along with the following instructions:

Please look at the webpage below. Please look at this webpage as you normally would if you were considering making a purchase from this website. The webpage is a real page from an actual website, but the image is not a live page. If there are links that you are interested in clicking on, please do so. Some, but not all, of the links will open a new page. Take as much time as you would like to review the webpage and when you are finished, click ">" to continue. To

ensure that you have enough time to review the webpage, the ">" button will appear after a short delay.

In order to ensure respondents spent time reviewing the information on the webpage, the ">" button remained disabled for 20 seconds. Respondents could spend as much time beyond the initial 20 seconds on the page as needed to review the webpage material. All respondents were asked to verify that they were able to see the product clearly. Respondents who were unable to see the product were screened out of the study.

44. After viewing the assigned homepage, respondents were then shown the assigned product description webpage, along with the following instruction:

Now we are going to show you the webpage of one of the products shown on the website. Please look at this webpage as you normally would if you were considering purchasing the product shown. If there are links that you are interested in clicking on, please do so. Some, but not all, of the links will open a new page. Take as much time as you would like and when you are finished, click ">" to continue.

Once more, in order to ensure respondents spent time reviewing the product's information the ">" button remained disabled for 20 seconds. Respondents could spend as much time beyond the initial 20 seconds on the page as needed to review the webpage material. Respondents were again asked to verify that they were able to see the product clearly. Respondents who were unable to see the product description were screened out of the study.

- 45. Respondents were then asked to identify the name of the product they reviewed on the second webpage they viewed. In both the test and control conditions, 83 percent of respondents correctly identified the name of the product reviewed. Next, respondents were asked two open-ended questions to capture their top-of-mind recollections regarding what the webpage conveyed about the product shown.
- 46. The next series of questions asked respondents whether, based on their review of the product's webpage, they believed the product would lead to certain results. The "results" respondents were asked about varied based upon the product description page shown; however, the questions all followed the same format in that they were closed-ended questions with four response options indicating: (1) the product would lead to the result; (2) the product would not lead to the result; (3) there was not information to determine whether the product would lead to

the result; and (4) a don't know option. ¹⁶ For example, respondents who viewed the D-ANABOL 25 product description page were asked:

Based on your review of this product's webpage, do you think this product...

- 1. Would increase muscle size
- 2. Would not increase muscle size
- 3. There is not enough information to determine whether or not this product would increase muscle size
- 4. Don't know/no opinion

If respondents indicated that they thought the product either would or would not lead to the result (e.g., "would increase muscle size" or "would not increase muscle size" for D-ANABOL 25), they were asked the open-ended follow-up question, "What makes you say that?"

- 47. In addition to asking about certain specific results, I also asked all respondents whether they thought the product would increase flexibility, a claim that was not stated or suggested in any of the product descriptions. This claim serves as a control that allows me to test the extent to which respondents might report that the product will achieve any result asked about in the survey, regardless of whether it appears on the webpage.
 - 48. In the table below, I show the specific results asked about for each product.

	CLEN	D-ANABOL 25	TEST 600X	TREN 75
Would Reduce Body Fat	X		X	X
Would Increase Muscle Size		X	X	X
Would Increase Strength		X	X	
Would Increase Stamina and	v			
Endurance	Λ			
Would Increase Sexual				
Performance and Sexual			X	
Stamina				
Would Increase Flexibility	X	X	X	X

49. Next, in order to test whether particular advertising claims influence consumers' likelihood of purchasing muscle-building products, all respondents, regardless of which webpages they viewed, were asked whether eight product claims would influence their purchase decisions.

¹⁶ To avoid order effects, the order of the first two options was rotated across respondents so that some respondents saw the "would not" version first. In addition, for each product, the question order was randomized.

Thinking about products like the ones shown on these webpages, would the following information influence or not influence your decision to purchase the product?

- 1. The product reduces body fat
- 2. The product increases muscle size
- 3. The product increases strength
- 4. The product increases stamina and endurance
- 5. The product improves sexual performance and sexual stamina
- 6. The product improves sleep
- 7. The product is endorsed by a celebrity
- 8. The product is shipped discreetly

The order in which the claims were listed was randomized so that different respondents saw the claims in different orders. The first five claims listed above are claims that I understand to be at issue in this case. I included the last three claims on the list as distractor items.

50. If respondents indicated a particular claim would influence their decision to purchase the product, then in the subsequent question respondents were asked how these claims would influence their purchasing decisions. Specifically, I asked:

Thinking about products like the ones shown on these webpages, would the following information make you:

- More likely to purchase the product over other similar products
- Neither more nor less likely to purchase the product over other similar products
- Less likely to purchase the product over other similar products
- or do you not know?
- 51. The survey concluded with several questions used to address data quality. These questions are described in the Section III.D of my report. In addition, I also asked two questions about the types of products for building muscle mass, size, or strength that respondents purchased in the past 12 months or expected to purchase in the next 3 months.
- 52. The complete Survey 2 questionnaire is provided in Exhibit H, and screenshots of the survey as it appeared to respondents are provided in Exhibit I.

D. **Data Quality**

53. To ensure that the data were of high quality, the survey included procedures and questions that would allow me to validate the respondents' identities and identify distracted respondents. First, SSI used "digital fingerprinting technology" to identify and exclude any

respondent who attempted to take the survey more than one time. ¹⁷ Second, at the beginning of the each survey, respondents were asked to complete a CAPTCHA question. ¹⁸ A CAPTCHA question asks respondents to enter a code as it appears in an image, which helps to make sure that a person is completing the survey rather than a computer "bot." Third, to validate the survey respondents' identities, I instructed SSI to terminate any respondents who, when answering the screener, reported a gender or age that was different than the gender or age SSI has on file in its panel database.

- 54. Because the survey required respondents to view webpage images, I asked respondents to confirm that they were able to see the images clearly. Respondents who could not see the images clearly were screened out of the study. Survey 1Survey 2
- 55. To identify respondents who were distracted while taking the surveys, I included the following "red herring" question:

This question is a little different. While most people carefully read and respond to the questions in our surveys, a small number do not. To verify that you have read this question carefully, please select the [X] response from the list below.

- 1. Extremely Important
- 2. Very Important
- 3. Somewhat Important
- 4. Not at all Important
- 5. Don't know

Respondents were randomly assigned a response option to select. This means that some respondents were instructed to choose the first option, some were instructed to choose the second, and so on. Respondents who answered this question incorrectly were screened out of the survey.

- 56. Lastly, I asked the five following questions to ensure that respondents had followed the instructions given at the beginning of the survey:
 - At any time during this survey, did you open any other windows or tabs on this computer?

¹⁷ Using this technology, each respondent is assigned a digital fingerprint based on information gathered from his or her computer (e.g., IP address, operating system, browser type, etc.).

¹⁸ For more information on how CAPTCHA works, see Carnegie Mellon University's website, "The Official CAPTCHA Site." 2010. Retrieved February 2, 2017 (http://www.captcha.net/).

- At any time during this survey, did you use any other computer?
- At any time during this survey, did you look at or use any hand-held electronic device, such as a cell phone or tablet computer?
- At any time during this survey, did you view any written material (other than this survey)?
- At any time during this survey, did you consult or talk with someone else?

Respondents who answered "Yes" to any of these questions were screened out of the survey.

IV. Survey Results

A. Survey 1

57. As described earlier, the first open-ended question series in the main questionnaire asked respondents about the messages communicated by the homepages. Respondents saw two back-to-back messaging questions in order to capture any additional top-of-mind messages the respondent believed were communicated but may have not mentioned in response to the first iteration of the question As a reminder, respondents were asked:

"What message or messages does the webpage communicate to you?" and

"What else, if anything, did the webpage communicate to you?"

- 58. In order to avoid double-counting of messages, if a respondent identified the same message in both versions of the question, then the message would only be counted once. In Table 3, I present a summary of the main message verbatim answers given by respondents. Of those respondents who viewed the BuySteroids.com homepage and Steroids.com homepage, 64.4 percent and 51.0 percent of respondents respectively reported that the main message of the webpages was about "anabolic steroids" or "steroids." Of those who viewed the Anabolics.com homepage, 7.0 percent reported that the main message of the website was about "anabolic steroids" or "steroids" compared to 1.0 percent of control group respondents who viewed the MuscleBuildingProducts.com homepage. Other common main messages included a more general message that the websites were about muscle building, as well as the promotional deals and wide variety of products available for purchase.
- 59. Table 4 shows that when asked an open-ended question about the type of product sold on the webpage, 54.5 percent of those who viewed the BuySteroids.com homepage and 47.0

percent of those who viewed Steroids.com homepage reported that the website sold "anabolic steroids" or "steroids. Among those who viewed the Anabolics.com homepage, 7.0 percent reported that the website sold "anabolic steroids" or "steroids" compared to 1.0 percent of control group respondents who viewed the MuscleBuildingProducts.com homepage.

- 60. In Tables 5a and 5b, I present the share of respondents who reported that CLEN was an anabolic steroid. As shown in Table 5a, 54.5 percent of respondents who viewed BuySteroids.com, 51.0 percent of respondents who viewed Steroids.com, and 25.9 percent of respondents who viewed Anabolics.com reported that CLEN was an anabolic steroid. By comparison, 11.9 percent of control group respondents thought that the Purple product was an anabolic steroid. Table 5b shows the net differences after taking the control results into account. These range from 13.9 percent for Anabolics.com to 42.5 percent for BuySteroids.com.
- 61. In Tables 6a and 6b, I present the share of respondents who reported that D-ANABOL 25 was an anabolic steroid. As shown in Table 6a, 80.2 percent of respondents who viewed BuySteroids.com, 84 percent of respondents who viewed Steroids.com, and 61.2 percent of respondents who viewed Anabolics.com reported that D-ANABOL 25 was an anabolic steroid. By comparison, 44.3 percent of control group respondents thought that the Red product was an anabolic steroid. Table 6b shows the net differences after taking the control results into account. These range from 16.9 percent for Anabolics.com to 39.7 percent for Steroids.com.
- 62. Tables 7a and 7b show the results for TEST-600x while Tables 8a and 8b show the results for TREN 75. These tables show high percentages of test group respondents believe the product is an anabolic steroid. After subtracting the control group responses from the Anabolics.com responses, the net rates for believing that TEST-600x and TREN 75 are anabolic steroids are 19.9 percent and 17.4 percent, respectively. Among those who viewed either the BuySteroids.com or Steroids.com pages, the net rates ranged from 32.7 percent to 34.0 percent for TEST-600x, and from 45.1 to 47.4 percent for TREN 75.

B. Survey 2

63. As mentioned earlier, respondents were asked two open-ended questions regarding the messages conveyed about the product shown. Table 9 shows the most commonly-cited messages respondents reported were conveyed on the webpage. Of the specific products

effects described, the most commonly-cited effect for both groups was muscle building, with 56.3 percent of test group and 30.3 percent of control group respondents indicating the products would have such an effect. Twenty-eight percent of test respondents as compared to 5.0 percent of control respondents reported an effect of the products was weight loss. Few respondents in either group reported the products' effects included energy boosting, improved sleep, sexual performance, or stamina and endurance.

1. CLEN

- 64. As shown in Table 10a, among the 104 test group respondents who viewed the CLEN product description page, 76.9 percent reported that the product would reduce body fat, 57.7 percent reported that it would increase stamina and endurance, and 32.7 percent indicated it would increase flexibility.
- 65. Among the 100 control group respondents who viewed the CLEN (control) product description page, 37.0 percent reported that the product would reduce body fat, 45.0 percent reported that it would increase stamina and endurance, and 36.0 percent indicated it would increase flexibility.
- 66. In designing the survey, I included two types of controls: a control group and a control question. The control group allows me to test whether respondents' perceptions are attributable to specific elements of the webpage. The control group viewed a webpage that is identical to the webpage shown to the test group, with the exception of the elements being tested. The control group measures the extent to which the responses are due to pre-existing beliefs, guessing, other elements of the webpage, or the survey design itself. Subtracting the control group's response levels from the test group's levels provides a measure of the effect of the tested webpage elements on the respondents' perceptions. Table 10a shows the net differences between the test and control group responses. Among respondents who viewed the CLEN product description page, the net difference for the belief that it would reduce body fat is (76.9%-37.0%=) 39.9 percent. The net difference for the belief that CLEN would increase stamina and endurance is (57.7%-45.0%)=12.7 percent. Both of these percentages indicate that the claims made about CLEN in the test webpages make respondents more likely to think the product will have these effects. In contrast, the net difference for "would increase flexibility"—a claim that

was not stated in or suggested by the webpage—is (32.7%-36.0%=) -3.3 percent. In other words, the test and control groups responded similarly to the question about flexibility.

67. When comparing test and control group results, the question about flexibility provides a useful contrast to the questions on the claims at issue. However, the question also serves as a control in its own right. As a control question, it can be used to test the alternative hypothesis that respondents would have said that the product would have led to any "result" asked about in the survey. As shown in Table 10b, when used as a control question, the net differences for the claims that CLEN would reduce body fat and would increase stamina are (76.9%-32.7%=) 44.2 percent and (57.7%-32.7%=) 25.0 percent, respectively.

2. **D-ANABOL 25**

- 68. Among the 98 test group respondents who viewed the D-ANABOL 25 product description page, 76.5 percent reported that the product would increase muscle size, 72.4 percent reported that it would increase strength, and 29.6 percent indicated it would increase flexibility (Table 11a).
- 69. Among the 97 control group respondents who viewed the D-ANABOL 25 (control) product description page, 56.7 percent reported that the product would increase muscle size, 62.9 percent reported that it would increase strength, and 29.9 percent indicated it would increase flexibility.
- 70. Among respondents who viewed the D-ANABOL 25 product description page, the net difference for the belief that it would increase muscle size is 19.8 percent. The net difference for the belief that D-ANABOL 25 would increase strength is 9.6 percent. In contrast, the net difference for the belief that D-ANABOL 25 would increase flexibility is -0.3 percent.
- 71. Table 11b shows the net differences when the flexibility question is used as a control question. Among test group respondents who viewed the D-ANABOL 25 product description page, the net difference for "would increase muscle size" is 46.9 percent while the net difference for "Would increase strength" is 42.9 percent.

3. TEST-600x

- 72. As shown in Table 12a, among the 101 test group respondents who viewed the TEST-600x product description page, 46.5 percent reported that the product would reduce body fat, 71.3 percent reported that it would increase muscle size, 75.2 percent reported that it would increase strength, 26.7 percent reported that it would increase sexual performance and sexual stamina, and 18.8 percent indicated it would increase flexibility.
- 73. Among the 101 control group respondents who viewed the TEST-600x (control) product description page, 33.7 percent reported that the product would reduce body fat, 64.4 percent reported that it would increase muscle size, 64.4 percent reported that it would increase strength, 11.9 percent reported that it would increase sexual performance and sexual stamina, and 26.7 percent indicated it would increase flexibility.
- 74. Among respondents who viewed the TEST-600x product description page, the net difference for the belief that it would increase reduce body fat is 12.9 percent. The net difference for the belief that TEST-600x would increase muscle size is 6.9 percent. The net difference for the belief that TEST-600x would increase strength is 10.9 percent. The net difference for the belief that TEST-600x would increase sexual performance and sexual stamina is 14.9 percent. In contrast, the net difference for the belief that TEST-600x would increase flexibility is -7.9 percent.
- 75. Table 12b shows the net differences when the flexibility question is used as a control question. Among test group respondents who viewed the TEST-600x product description page, the net differences are 7.9 percent for "would increase sexual performance and sexual stamina," 27.7 percent for "would reduce body fat," 52.5 percent for would increase muscle size and 56.4 percent for would increase strength.

4. **TREN 75**

76. Among the 102 test group respondents who viewed the TREN 75 product description page, 59.8 percent reported that the product would reduce body fat, 77.5 percent reported that it would increase muscle size, and 29.4 percent indicated it would increase flexibility (Table 13a).

- 77. Among the 101 control group respondents who viewed the TREN 75 (control) product description page, 33.7 percent reported that the product would reduce body fat, 61.4 percent reported that it would increase muscle size, and 23.8 percent indicated it would increase flexibility.
- 78. Among respondents who viewed the TREN 75 product description page, the net difference for the belief that it would reduce body fat is 26.1 percent. The net difference for the belief that TREN 75 would increase muscle size is 16.1 percent. In contrast, the net difference for the belief that TREN 75 would increase flexibility is 5.6 percent.
- 79. Table 13b shows the net differences when the flexibility question is used as a control question. Among test group respondents who viewed the TREN 75 product description page, the net differences are 30.4 percent for "would reduce body fat" and 48.0 percent for would increase muscle size.

5. Materiality of Claims

- 80. Table 14 shows survey results regarding whether the claims at issue (i.e., "reduces body fat," "increases muscle size," "increases strength," "increases stamina and endurance," and "improves sexual performance and sexual stamina") would influence respondents' purchasing decisions. The share of respondents reporting that the claims at issue would influence their decision ranged from 46.4 percent for "improves sexual performance and sexual stamina" to 84.5 percent for "increases strength." In contrast, fewer respondents indicated that a claim that a product is endorsed by a celebrity (18.8 percent) or shipped discreetly (37.4 percent) would influence their decision.
- 81. Respondents who indicated that a claim would influence their purchasing decisions were asked whether the claim would make them more likely, less likely, or neither more or less likely to purchase the product over other similar products. As shown in Table 15, two-thirds or more of respondents indicated that claims about reducing body fat, increasing muscle size, increasing strength, and increasing stamina and endurance would make them more likely to purchase the product. For the claim "improves sexual performance and sexual stamina", 38.6 percent of respondents indicated that this claim would make them more likely to purchase the product.

V. Conclusion

- 82. I was asked to conduct survey research to evaluate consumer perceptions about the types of products sold on three websites that have been operated by Defendants, and specifically whether consumers believed that the websites sold anabolic steroids. I was also asked to conduct survey research to determine (1) whether or not certain product descriptions are likely to cause consumers to believe that using the products would lead to specific results and (2) whether certain advertising claims would influence consumers' purchasing decisions.
- 83. The results of Survey 1 demonstrate a substantial number of consumers believe that the Defendants' websites sell anabolic steroids. The results of Survey 2 demonstrate that the descriptions of CLEN, D-ANABOL 25, TEST-600x and TREN 75 on the product webpages are likely to lead a substantial number of consumers to believe that these products will lead to specific results. In addition, the survey also shows that the claims at issue are likely to influence consumers' purchasing decisions.
- 84. My opinions and conclusions as expressed in this report are to a reasonable degree of professional certainty. My work is ongoing and my opinions will continue to be informed by any additional material that becomes available to me.

Melissa Pittaoulis

THEADUR

February 6, 2017

Table 1
Age and Gender Distribution of NERA Survey 1 Respondents by Group

		Test Group		Control Group		
Characteristic		Anabolics.com	BuySteroids.com	Steroids.com	MuscleBuildingProducts.com	
	(a)	(b)	(c)	(d)	(e)	
Age						
18-34		39.8%	44.6%	39.0%	38.3%	
35-49		38.8%	35.6%	37.0%	39.3%	
50-64		17.4%	16.8%	18.0%	17.9%	
65+		4.0%	3.0%	6.0%	4.5%	
	Total:	100.0%	100.0%	100.0%	100.0%	
Gender						
Male		62.2%	56.4%	52.0%	61.7%	
Female		37.8%	43.6%	48.0%	38.3%	
	Total:	100.0%	100.0%	100.0%	100.0%	
Total Numbe	er of Respondents:	201	101	100	201	

Source:

NERA Survey 1, Questions S3, S4

Table 2
Age and Gender Distribution of NERA Survey 2 Respondents

_		Test Group	Control Group	
Characteristic		Anabolics.com	MuscleBuildingProducts.com	
		(Percent)	(Percent)	
(a))	(b)	(c)	
Age				
18-34		37.5%	37.1%	
35-49		36.5%	36.3%	
50-64		20.2%	20.1%	
65+		5.7%	6.5%	
	Total:	100.0%	100.0%	
Gender				
Male		60.5%	60.2%	
Female		39.5%	39.8%	
	Total:	100.0%	100.0%	
Total Number	of Respondents:	405	399	

Source:

NERA Survey 2, Questions S3, S4

Table 3
Respondents' Top-of-Mind Responses about the Messages Communicated by the Webpage

		Test Group	Control Group MuscleBuildingProducts.com	
Messages Communicated	Anabolics.com BuySteroids.com			
(a)	(b)	(d)	(e)	(c)
Anabolic steroid\Steroid	7.0%	64.4%	51.0%	1.0%
Anabolic or growth hormone [no further description]	14.4%	1.0%	5.0%	0.5%
Product variety	23.9%	13.9%	20.0%	27.4%
Muscle building	39.8%	31.7%	23.0%	49.3%
Weight loss	10.9%	1.0%	10.0%	11.9%
Stamina and Performance enhancement	2.0%	1.0%	2.0%	3.5%
Strengthening	6.5%	6.9%	4.0%	3.0%
Illegal or not trustworthy	3.5%	10.9%	8.0%	3.0%
Safe to use or no side effects	1.5%	6.9%	1.0%	0.5%
Improves health	6.0%	5.0%	4.0%	6.5%
Vitamin or medicine	11.9%	3.0%	4.0%	9.0%
Good price or promotional deal	21.4%	5.0%	9.0%	22.9%
Color	0.0%	0.0%	1.0%	6.0%
Athletic and fitness oriented	4.0%	3.0%	1.0%	0.5%
Top of the line products	6.0%	5.9%	2.0%	8.0%
Reviews and testimonials	9.5%	1.0%	2.0%	13.9%
Other miscellaneous messages	44.8%	32.7%	37.0%	44.3%
Total Number of Respondents:	201	101	100	201

Messages were coded from verbatim responses.

Responses could add up to more than 100% because respondents could identify more than one type of message communicated.

Source:

NERA Survey 1, Questions Q1, Q2

Table 4
Respondents' Beliefs About the Type or Types of Products Sold on Website

	Test Group		Control Group		
Described Product Types	Anabolics.com	BuySteroids.com	om Steroids.com	MuscleBuildingProducts.com	
(a)	(b)	(d)	(e)	(c)	
Anabolic Steroid\Steroid	7.0%	54.5%	47.0%	1.0%	
Anabolic [no further description]/Growth Hormone	13.4%	1.0%	1.0%	2.0%	
Muscle building	31.3%	10.9%	14.0%	46.8%	
Weight loss	11.9%	3.0%	4.0%	10.4%	
Herbal or natural supplement	0.5%	0.0%	0.0%	1.0%	
Amino acid	0.0%	0.0%	0.0%	0.0%	
Vitamins or nutritional supplement	3.5%	2.0%	3.0%	5.5%	
Supplement or pill [no further description]	10.0%	3.0%	2.0%	8.0%	
Medicine or antibiotics	5.0%	0.0%	2.0%	4.0%	
Specified Product Name [no further description]	2.5%	2.0%	4.0%	0.0%	
Protein product\powder	1.0%	1.0%	4.0%	4.0%	
Energy or stamina or endurance	0.5%	0.0%	0.0%	3.0%	
Athletic or fitness enhancer	1.5%	1.0%	0.0%	3.0%	
Other	5.0%	2.0%	3.0%	5.0%	
Don't know/no opinion	0.5%	1.0%	1.0%	1.5%	
No types of products were identified	19.4%	20.8%	19.0%	24.4%	
Total Number of Respondents:	201	101	100	201	

Only respondents who indicated there was a type or types of products described on the webpage were asked to indicate which types of products were shown.

Messages were coded from verbatim responses.

Responses could add up to more than 100% because respondents could choose more than one type of product.

Source:

NERA Survey 1, Questions Q3, Q4

Table 5a

Respondents' Beliefs About the Type of Product CLEN is

		Test	Control Purple	
Type of Product		Clen		
(a)	Anabolics.com (b)	BuySteroids.com (c)	Steroids.com (d)	MuscleBuildingProducts.com
(a)	(b)	(C)	(u)	(e)
Anabolic Steroid	25.9%	54.5%	51.0%	11.9%
Dietary Supplement	52.7%	25.7%	30.0%	43.8%
Herbal Supplement	18.9%	12.9%	9.0%	17.9%
Amino Acid	10.0%	11.9%	5.0%	10.0%
Vitamin	13.9%	7.9%	7.0%	14.9%
Other	5.5%	4.0%	5.0%	8.0%
None of these	0.0%	2.0%	2.0%	2.5%
Don't know/no opinion	8.0%	5.9%	7.0%	10.4%
Total Number of Respondents:	201	101	100	201

Responses add to more than 100% because respondents could choose more than one type of product.

Source:

NERA Survey 1, Question Q6

Table 5b Share of Respondents Who Believe CLEN is an Anabolic Steroid

Group	Test	Control	Net Difference
(a)	(b)	(c)	(d)
			$[(\mathbf{b} - \mathbf{c})]$
Anabolics.com	25.9%	11.9%	13.9%
BuySteroids.com	54.5%	11.9%	42.5%
Steroids.com	51.0%	11.9%	39.1%

Source:

NERA Survey 1, Question Q6

Table 6a

Respondents' Beliefs About the Type of Product D-ANABOL 25 is

		Test	Control Red	
Type of Product		D-Anabol 25		
	Anabolics.com	BuySteroids.com	Steroids.com	MuscleBuildingProducts.com
(a)	(b)	(c)	(d)	(e)
Anabolic Steroid	61.2%	80.2%	84.0%	44.3%
Dietary Supplement	25.4%	13.9%	8.0%	21.9%
Herbal Supplement	9.5%	5.9%	4.0%	12.9%
Amino Acid	9.0%	4.0%	4.0%	13.4%
Vitamin	9.5%	5.0%	9.0%	14.4%
Other	1.5%	0.0%	0.0%	2.5%
None of these	1.0%	2.0%	2.0%	1.5%
Don't know/no opinion	7.0%	5.9%	3.0%	10.9%
Total Number of Respondents:	201	101	100	201

Responses add to more than 100% because respondents could choose more than one type of product.

Source:

NERA Survey 1, Question Q7

Table 6b Share of Respondents Who Believe D-ANABOL 25 is an Anabolic Steroid

Group	Test	Control	Net Difference
(a)	(b)	(c)	(d)
			$[(\mathbf{b} - \mathbf{c})]$
Anabolics.com	61.2%	44.3%	16.9%
BuySteroids.com	80.2%	44.3%	35.9%
Steroids.com	84.0%	44.3%	39.7%

Source:

Table 7a

Respondents' Beliefs About the Type of Product TEST-600x is

		Test		Control
Type of Product		Test-600x		Light Blue
	Anabolics.com	BuySteroids.com	Steroids.com	MuscleBuildingProducts.com
(a)	(b)	(c)	(d)	(e)
Anabolic Steroid	54.2%	68.3%	67.0%	34.3%
Dietary Supplement	27.9%	20.8%	16.0%	24.9%
Herbal Supplement	13.4%	8.9%	10.0%	13.9%
Amino Acid	10.9%	10.9%	7.0%	12.9%
Vitamin	9.5%	4.0%	6.0%	17.4%
Other	3.5%	1.0%	4.0%	2.0%
None of these	0.5%	5.0%	4.0%	2.5%
Don't know/no opinion	6.5%	5.0%	5.0%	11.9%
Total Number of Respondents:	201	101	100	201

Notes:

Responses add to more than 100% because respondents could choose more than one type of product.

Source:

Table 7b Share of Respondents Who Believe TEST-600x is an Anabolic Steroid

Group	Test	Control	Net Difference
(a)	(b)	(c)	(d)
			$[(\mathbf{b} - \mathbf{c})]$
Anabolics.com	54.2%	34.3%	19.9%
BuySteroids.com	68.3%	34.3%	34.0%
Steroids.com	67.0%	34.3%	32.7%

Source:

Table 8a

Respondents' Beliefs About the Type of Product TREN 75 is

		Test		Control
Type of Product		Tren 75	Green	
	Anabolics.com	BuySteroids.com	Steroids.com	MuscleBuildingProducts.com
(a)	(b)	(c)	(d)	(e)
Anabolic Steroid	43.3%	73.3%	71.0%	25.9%
Dietary Supplement	40.8%	16.8%	11.0%	28.9%
Herbal Supplement	11.9%	8.9%	9.0%	25.9%
Amino Acid	12.9%	5.0%	8.0%	16.4%
Vitamin	11.4%	9.9%	9.0%	13.4%
Other	3.0%	1.0%	0.0%	3.5%
None of these	1.0%	1.0%	2.0%	2.5%
Don't know/no opinion	5.0%	6.9%	7.0%	12.4%
Total Number of Respondents:	201	101	100	201

Notes:

Responses add to more than 100% because respondents could choose more than one type of product.

Source:

Table 8b Share of Respondents Who Believe TREN 75 is an Anabolic Steroid

Group	Test	Control	Net Difference
(a)	(b)	(c)	(d)
			$[(\mathbf{b} - \mathbf{c})]$
Anabolics.com	43.3%	25.9%	17.4%
BuySteroids.com	73.3%	25.9%	47.4%
Steroids.com	71.0%	25.9%	45.1%

Source:

Table 9
Share of Respondents Who Indicated the Webpage Communicated Certain Messages to Consumers

	Test Group	Control Group
Message	Anabolics.com	MuscleBuildingProducts.com
	(Percent)	(Percent)
(a)	(b)	(c)
Anabolic steroid	0.7%	0.8%
Anabolic [no further description] or growth hormone	4.4%	1.5%
Flexibility	0.0%	0.0%
Muscle Building	56.3%	30.3%
Weight loss	28.4%	5.0%
Fast Acting or Works Quickly	8.4%	5.8%
Strength Increasing	10.4%	7.3%
Energy Boosting	2.0%	0.8%
Safe or Safe to Use	4.7%	3.5%
Sexual performance enhancer	2.5%	0.0%
Sleep	1.2%	0.0%
Good deal or price or promotion	24.0%	26.3%
Expensive or Pricy	4.0%	4.0%
Price/cost [no further description]	9.4%	11.3%
Athletes/Fitness/Body builder	2.5%	11.3%
Top Product or Number One Product	15.1%	16.5%
Regiment or Dosage	6.2%	17.8%
No Water Retention or Bloating	1.2%	5.0%
User Reviews and Testimonials	4.7%	5.8%
High Performance Enhancement	0.7%	3.3%
Ingredients	2.5%	2.8%
Stamina or Endurance	3.5%	0.0%
Product Description [not specific]	7.4%	6.8%
Control Appetite or Curbs Hunger	3.5%	0.0%
Healthy or Good for You	2.5%	3.5%
Alternative to steroids	1.0%	1.0%
Other miscellaneous messages	37.3%	40.9%
Total Number of Respondents:	405	399

Notes:

Options were coded from verbatim responses.

Responses could add up to more than 100% because respondents could identify more than one type of message communicated. Source:

NERA Survey 2, Questions Q4 Q5

Table 10a
Share of Respondents in the "Clen Conditions" Who Believed, Based on the Product's Webpage, that the Product Would Lead to Certain Results

	Product			
		Clen		
Claim	Test	Control	Net	
	(Percent)	(Percent)	(Percent)	
(a)	(b)	(c)	(d)	
			[(b - c)]	
Body Fat				
Would reduce	76.9%	37.0%	39.9%	
Would not reduce	2.9%	3.0%		
Not enough information	13.5%	41.0%		
Don't know/No opinion	6.7%	19.0%		
Total	100.0%	100.0%		
Stamina and Endurance				
Would increase	57.7%	45.0%	12.7%	
Would not increase	1.0%	0.0%		
Not enough information	22.1%	36.0%		
Don't know/No opinion	19.2%	19.0%		
Total	100.0%	100.0%		
Flexibility				
Would increase	32.7%	36.0%	-3.3%	
Would not increase	9.6%	5.0%		
Not enough information	33.7%	44.0%		
Don't know/No opinion	24.0%	15.0%		
Total	100.0%	100.0%		

104

100

Source:

NERA Survey 2, Questions Q6, Q7, Q11

Total Number of Respondents:

Table 10b
Net Differenes Based on Control Question,
Clen Conditions

		Claim		Net Difference from Flexibility	
Group	Would Reduce Body Fat	Would Increase Stamina	Would Increase Flexibility	Net Difference Body Fat	Net Difference Stamina
	(Percent)	(Percent)	(Percent)	(Percent)	(Percent)
(a)	(b)	(c)	(d)	(e)	(f)
				[(b - d)]	[(c - d)]
Test	76.9%	57.7%	32.7%	44.2%	25.0%
Control	37.0%	45.0%	36.0%	1.0%	9.0%

Source:

NERA Survey 2, Questions Q6, Q7, Q11

Table 11a Share of Respondents in the "D-Anabol 25 Conditions" Who Believed, Based on the Product's Webpage, that the Product Would Lead to Certain Results

	Product				
		D-Anabol 25	i		
Claim	Test	Control	Net		
	(Percent)	(Percent)	(Percent)		
(a)	(b)	(c)	(d)		
			[(b - c)]		
Muscle Size					
Would increase	76.5%	56.7%	19.8%		
Would not increase	0.0%	1.0%			
Not enough information	14.3%	33.0%			
Don't know/No opinion	9.2%	9.3%			
Total	100.0%	100.0%			
Strength					
Would increase	72.4%	62.9%	9.6%		
Would not increase	2.0%	3.1%			
Not enough information	16.3%	27.8%			
Don't know/No opinion	9.2%	6.2%			
Total	100.0%	100.0%			
Flexibility					
Would increase	29.6%	29.9%	-0.3%		
Would not increase	10.2%	4.1%			
Not enough information	37.8%	52.6%			
Don't know/No opinion	22.4%	13.4%			
Total	100.0%	100.0%			
Total Number of Respondents:	98	97			

Source:

NERA Survey 2, Questions Q6, Q8, Q9

Table 11b Net Rates Based on Net Differences, D-Anabol 25 Conditions

		Claim			nce from ility
Group	Would Increase Muscle Size	Would Increase Strength	Would Increase Flexibility	Net Difference Muscle Size	Net Difference Strength
	(Percent)	(Percent)	(Percent)	(Percent)	(Percent)
(a)	(b)	(c)	(d)	(e)	(f)
				[(b - d)]	$[(\mathbf{c} - \mathbf{d})]$
Test	76.5%	72.4%	29.6%	46.9%	42.9%
Control	56.7%	62.9%	29.9%	26.8%	33.0%

Source:

NERA Survey 2, Questions Q6, Q8, Q9

Table 12a
Share of Respondents in the "Test-600x Conditions" Who Believed, Based on the Product's Webpage, that the Product Would Lead to Certain Results

	Product			
	Test-600x			
Claim	Test	Control	Net	
	(Percent)	(Percent)	(Percent)	
(a)	(b)	(c)	(d)	
			[(b - c)]	
Body Fat				
Would reduce	46.5%	33.7%	12.9%	
Would not reduce	7.9%	3.0%		
Not enough information	29.7%	51.5%		
Don't know/No opinion	15.8%	11.9%		
Total	100.0%	100.0%		
Muscle Size				
Would increase	71.3%	64.4%	6.9%	
Would not increase	2.0%	2.0%		
Not enough information	11.9%	22.8%		
Don't know/No opinion	14.9%	10.9%		
Total	100.0%	100.0%		
Strength				
Would increase	75.2%	64.4%	10.9%	
Would not increase	2.0%	2.0%		
Not enough information	14.9%	24.8%		
Don't know/No opinion	7.9%	8.9%		
Total	100.0%	100.0%		
Sexual Performance and Sexual Stamina				
Would increase	26.7%	11.9%	14.9%	
Would not increase	8.9%	9.9%		
Not enough information	41.6%	62.4%		
Don't know/No opinion	22.8%	15.8%		
Total	100.0%	100.0%		
Flexibility				
Would increase	18.8%	26.7%	-7.9%	
Would not increase	5.0%	4.0%		
Not enough information	53.5%	55.4%		
Don't know/No opinion	22.8%	13.9%		
Total	100.0%	100.0%		

Total Number of Respondents: 101

101

Source:

NERA Survey 2, Questions Q6, Q7, Q8, Q9, Q10

Table 12b
Net Rates Based on Control Question,
Test-600x Conditions

Claim **Net Difference from Flexibility** Would **Net Difference** Would Would **Would Increase** Would Net Net Net Reduce Difference Difference Increase Increase **Sexual Performance** Increase Difference **Sexual Performance** Strength and Sexual Stamina Group **Body Fat Muscle Size** Strength and Sexual Stamina **Flexibility Body Fat Muscle Size** (Percent) (Percent) (Percent) (Percent) (Percent) (Percent) (Percent) (Percent) (Percent) **(g)** (a) **(b)** (c) **(d) (e) (f)** (h) (i) **(j)** [(b - f)] $[(\mathbf{c} - \mathbf{f})]$ $[(\mathbf{d} - \mathbf{f})]$ [(e - f)] 18.8%27.7% 7.9% Test 46.5% 71.3% 75.2% 26.7% 52.5% 56.4% Control 33.7% 64.4% 64.4% 11.9% 26.7% 6.9% 37.6% 37.6% -14.9%

Source:

NERA Survey 2, Questions Q6, Q7, Q8, Q9, Q10

Table 13a

Share of Respondents in the "Tren 75 Conditions" Who Believed, Based on the Product's Webpage that the Product Would Lead to Certain Results

	Product			
		Tren 75		
Claim	Test	Control	Net	
	(Percent)	(Percent)	(Percent)	
(a)	(b)	(c)	(d)	
			[(b - c)]	
Body Fat				
Would reduce	59.8%	33.7%	26.1%	
Would not reduce	5.9%	5.0%		
Not enough information	23.5%	49.5%		
Don't know/No opinion	10.8%	11.9%		
Total	100.0%	100.0%		
Muscle Size				
Would increase	77.5%	61.4%	16.1%	
Would not increase	6.9%	0.0%		
Not enough information	14.7%	31.7%		
Don't know/No opinion	1.0%	6.9%		
Total	100.0%	100.0%		
Flexibility				
Would increase	29.4%	23.8%	5.6%	
Would not increase	12.7%	3.0%		
Not enough information	38.2%	58.4%		
Don't know/No opinion	19.6%	14.9%		
Total	100.0%	100.0%		

102

101

Source:

NERA Survey 2, Questions Q6, Q7, Q8

Total Number of Respondents:

Table 13b Net Differences Based on Control Question, Tren 75

	Claim			Net Difference from Flexibility		
Group	Would Reduce Body Fat	Would Increase Muscle Size	Would Increase Flexibility	Net Difference Body Fat	Net Difference Muscle Size	
-	(Percent)	(Percent)	(Percent)	(Percent)	(Percent)	
(a)	(b)	(c)	(d)	(e)	(f)	
				[(b - d)]	[(c - d)]	
Test	59.8%	77.5%	29.4%	30.4%	48.0%	
Control	33.7%	61.4%	23.8%	9.9%	37.6%	

Source:

NERA Survey 2, Questions Q6, Q7, Q8

Table 14

Share of Respondents Who Believed the Following Claims Would Influence Their Decision to Purchase the Product

Claims	Would influence	Would not influence	Don't know	Total
	(Percent)	(Percent)	(Percent)	(Percent)
(a)	(b)	(c)	(d)	(e)
				$[(\mathbf{b} + \mathbf{c} + \mathbf{d})]$
Reduces body fat	78.7%	15.3%	6.0%	100.0%
Increases muscle size	79.7%	14.6%	5.7%	100.0%
Increases strength	84.5%	10.4%	5.1%	100.0%
Increases stamina and endurance	80.6%	12.6%	6.8%	100.0%
Improves sexual performance and sexual stamina	46.4%	40.4%	13.2%	100.0%
Improves sleep	63.3%	25.5%	11.2%	100.0%
Is endorsed by a celebrity	18.8%	68.5%	12.7%	100.0%
Is shipped discreetly	37.4%	50.2%	12.3%	100.0%

Total Number of Respondents:

804

Source:

Table 15

Share of Respondents Who Believe the Following Claims Would Make Them More Likely to Purchase the Product Over Similar Products

	Influence Factor					
Claims	More likely (Percent)	Neither more nor less likely (Percent)	Less likely (Percent)	Don't know (Percent)	Would not influence (Percent)	Total (Percent)
(a)	(b)	(c)	(d)	(e)	(f)	(g)
						$[(\mathbf{b} + \mathbf{c} + \mathbf{d} + \mathbf{e} + \mathbf{f})]$
Reduces body fat	67.5%	9.2%	1.2%	0.7%	21.3%	100.0%
Increases muscle size	66.9%	11.2%	0.4%	1.2%	20.3%	100.0%
Increases strength	73.4%	10.1%	0.6%	0.4%	15.5%	100.0%
Increases stamina and endurance	70.8%	8.7%	0.5%	0.6%	19.4%	100.0%
Improves sexual performance and sexual stamina	38.6%	6.7%	0.4%	0.7%	53.6%	100.0%
Improves sleep	51.6%	10.2%	0.6%	0.9%	36.7%	100.0%
Is endorsed by a celebrity	12.1%	5.7%	0.6%	0.4%	81.2%	100.0%
Is shipped discreetly	27.4%	9.6%	0.2%	0.2%	62.6%	100.0%
is simpped discretary	27.470	7.070	0.270	0.270	32.070	100.070

Total Number of Respondents:

804

Source:

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Exhibit A

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NERA

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Melissa Pittaoulis

Associate Director

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Melissa Pittaoulis Associate Director

Dr. Pittaoulis is an Associate Director based in NERA's Philadelphia office. Dr. Pittaoulis specializes in survey research, statistical sampling, and demography. Her survey research experience includes designing research, writing questionnaires, supervising data collection, and analyzing data. In addition to designing surveys, Dr. Pittaoulis also reviews and evaluates third-party surveys.

Dr. Pittaoulis has extensive experience working on surveys used in intellectual property disputes concerning false advertising and trademark and trade dress infringement. In the area of trademark and trade dress infringement, Dr. Pittaoulis' project experience includes participating in the design of surveys used to establish likelihood of confusion, secondary meaning, and genericness. She has conducted false advertising and trademark surveys using different modes of data collection, including telephone, mall-intercept, and the Internet.

Dr. Pittaoulis also has experience designing and evaluating conjoint surveys used to assess the value of product features. Such surveys are used in a variety of contexts, including patent cases, class actions, and antitrust matters.

Dr. Pittaoulis' sampling expertise includes designing sampling plans, selecting samples, and calculating sample estimates and confidence intervals. Her demography work has concentrated on producing population estimates used in determining class certification.

Dr. Pittaoulis has worked on survey and sampling projects in a wide variety of industries, including: automobiles, beverages, beauty products, clothing apparel, computers, financial products, insurance, mobile phones, personal care products, pharmaceuticals, snack foods, and video games. In addition, Dr. Pittaoulis has considerable experience with radio and television audience measurement. She has also conducted studies on cost-sharing in the Medicare Part D program.

In addition to her work at NERA, Dr. Pittaoulis has taught statistics at the undergraduate level at Temple University.

Melissa Pittaoulis

Education

Temple University Ph.D., Sociology 2012 M.A., Sociology, 2004

La Salle University

B.A., Sociology and Criminal Justice, 2000

Professional Experience

2017-Present	NERA Economic Consulting Associate Director
2013-2017	Senior Consultant
2011-2013	Consultant
2006-2011	Senior Analyst
2003-2006	Research Associate
2003-2005	Temple University Instructor Taught undergraduate courses in statistics
	Teaching Assistant

Honors and Professional Activities

University Fellowship, Temple University, 2002-2006 University Scholarship, La Salle University, 1996-2000 Member, American Association of Public Opinion Research Member, American Sociological Association Member, International Trademark Association

2 **NERA Economic Consulting**

Taught lab sections for undergraduate courses in statistics

Presentations

Presenter

"Competitor's Comparative Advertising: Practical Guide and Best Practices in Winning Your Claims in 2016." Webinar presented by The Knowledge Group in 2016.

"Hot Topics in Online Behavioral Advertising for 2015 Explored!" Webinar presented by The Knowledge Group in 2015.

"Attitudes and Approaches Towards Choosing a College Major" at American Sociological Association in 2013.

"Designing and Defending Surveys Used in Commercial Litigation" at American Association of Public Opinion Research in 2013.

"College Students' Motivations for Choosing Academic Majors," at Eastern Sociological Society in 2010.

"The Impact of Work-Family Conflict on Job Satisfaction," at Eastern Sociological Society in 2005.

Presider

Eastern Sociological Society, Philadelphia, Pennsylvania March 2010

Papers and Publications

"Control Groups in Lanham Act Surveys," with Eugene P. Ericksen, *The Trademark Reporter*, May-June 2014 Vol. 104 No. 3.

"Comments on EPA's Notice of Data Availability for §316(b) Stated Preference Survey," with David Harrison et al., NERA Working Paper, July 2012.

"How Much Does that Medication Cost? A Study of Medicare Beneficiaries' Knowledge of Outof-Pocket Costs for Prescription Drugs on the Specialty Tier," with Eugene P. Ericksen, NERA Working Paper, August 2011.

NERA Economic Consulting 3

Expert Testimony

<u>Tracy Sanborn and Louis Lucrezia et al.* v. Nissan North America Inc., Nissan Motor Company, LTD., United States District Court, Southern District of Florida</u> Designed and conducted a choice-based conjoint survey.[Expert Report: January 26, 2016; Deposition: February 11, 2016; Expert Reply Report: March 11, 2016]

<u>Terrance Justice, Andrea Hatfield et al.* v. Rheem Manufacturing Company, United States District Court, Southern District of Florida</u> Evaluated a survey relied upon by opposing expert. Designed a choice based conjoint survey. [Expert Report: February 15, 2016; Deposition: March 1, 2016]

Edible Arrangements International, LLC and Edible Arrangements, LLC v. 1-800-Flowers.com, Inc., 800-Flowers, Inc.*, and June V. Delaney and David Delaney d/b/a Fruit Bouquets Staten Island, United States District Court, District of Connecticut Evaluated genericness survey. [Expert Report: March 24, 2016; Deposition: May 3, 2016]

In Re: Fluidmaster, Inc. Water Connector Components Products Liability Litigation, United States District Court, Northern District of Illinois Designed a choice based conjoint survey. [Expert Report: April 29, 2016; Deposition: June 6, 2016]

<u>Trump Old Post Office, LLC* v. CZ-National, LLC and BVS Acquisition Co., LLC Superior Court for the District of Columbia, Civil Division</u> Evaluated a survey relied upon by opposing expert. [Expert Report: June 27, 2016; Deposition: July 7, 2016]

Wendy and Nicholas Grasso et al.* v. Electrolux Home Products, Inc., United States District Court, Middle District of Florida, Tampa Division Designed a choice based conjoint survey. Initial Expert Report: July 29, 2016; Supplemental Expert Report: August 31, 2016; Deposition: October 12, 2016]

*Retaining Party

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Exhibit B

Exhibit B

Documents Relied Upon

Legal Documents

- Hi-Tech Pharmaceuticals, Inc. v. Dynamic Sports Nutrition, LLC, PBB Trademark Holdings, LLC, and Brain Clapp. Complaint. Case No. 1:16-cv-00949-MHC
- Hi-Tech Pharmaceuticals, Inc. v. Dynamic Sports Nutrition, LLC, PBB Trademark
 Holdings, LLC, and Brain Clapp. Complaint, Exhibit 1. Case No. 1:16-cv-00949-MHC
- Hi-Tech Pharmaceuticals, Inc. v. Dynamic Sports Nutrition, LLC, PBB Trademark Holdings, LLC, and Brain Clapp. Complaint, Exhibit 2. Case No. 1:16-cv-00949-MHC
- Hi-Tech Pharmaceuticals, Inc. v. Dynamic Sports Nutrition, LLC, PBB Trademark Holdings, LLC, and Brain Clapp. Complaint, Exhibit 3. Case No. 1:16-cv-00949-MHC
- Hi-Tech Pharmaceuticals, Inc. v. Dynamic Sports Nutrition, LLC, PBB Trademark Holdings, LLC, and Brain Clapp. Complaint, Exhibit 4. Case No. 1:16-cv-00949-MHC
- Hi-Tech Pharmaceuticals, Inc. v. Dynamic Sports Nutrition, LLC, PBB Trademark Holdings, LLC, and Brain Clapp. Complaint, Exhibit 5. Case No. 1:16-cv-00949-MHC
- Hi-Tech Pharmaceuticals, Inc. v. Dynamic Sports Nutrition, LLC, PBB Trademark Holdings, LLC, and Brain Clapp. Complaint, Exhibit 6. Case No. 1:16-cv-00949-MHC
- Hi-Tech Pharmaceuticals, Inc. v. Dynamic Sports Nutrition, LLC, PBB Trademark Holdings, LLC, and Brain Clapp. Complaint, Exhibit 7. Case No. 1:16-cv-00949-MHC
- Hi-Tech Pharmaceuticals, Inc. v. Dynamic Sports Nutrition, LLC, PBB Trademark Holdings, LLC, and Brain Clapp. Complaint, Exhibit 8. Case No. 1:16-cv-00949-MHC

Data

- NERA Survey 1 data
- NERA Survey 2 data

Articles and Book Chapters

- Diamond, Shari S. 2011. "Reference Guide on Survey Research," pp. 359-423 in the Reference Manual on Scientific Evidence, Third Edition.
- Federal Judicial Center. 2004. Manual for Complex Litigation, Fourth Edition, §11.493, pp.102-104.

Websites

- Carnegie Mellon University. "CAPTCHA: Telling Humans and Computers Apart Automatically," *CAPTCHA*. Retrieved February 2, 2017. (http://www.captcha.net/).
- Survey Sampling International. 2017. "Who is SSI & Why Should You Care?" Retrieved February 2, 2017 (https://www.surveysampling.com/site/assets/files/1057/ssi-capabilities-brochure.pdf).
- Survey Sampling International. 2017. "ESOMAR 28: 28 Questions to Help Research Buyers of Online Sample." pp.1, 5-6. Retrieved February 2, 2017 (https://www.surveysampling.com/site/assets/files/1069/esomar-28-questions.pdf).

Exhibit C Survey 1 Test and Control Stimuli

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Anabolics.com Group



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(DGH)*
Designed to increase IGF-1, Pituitary Growth Hormone ™ is the most effective product we have ever developed.
PERIOD. This amazing product has almost too many benefits to list and should be used by anyone looking for dramatic results in health and fitness. DETAILS



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Formulated for Overall
Muscle Growth,
Strength, and Size. Test800x is one of the most
effective and Fast-Acting
products we carry and
was designed to help
improve your
performance at almost
every level of physical
enhancement.
Experience this top
choice for all altheltes.

DETAILS

D-Anabol 25™ *



Deca 200 ® D-Anabol 25 ™

> Winn 50® Var 10 ®

> > Clen ®

POPULAR STACKS

View All Stacks wth Hormone Stack Strength Stack Cutting Stack Summer Stack

WINN-50°

Xireme Speed Stack



Winn 50® *

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TREN 75°

Tren 75® *
The potent Tren 75 is used for Muscle Hardening, Power, Vascularity, and Fat Burning. This amazing product is coveted for it ability to give the user Explosive Results without unwanted, excessive weight gain. Tren75's results are un matched!

ANABOLICH

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This is the third time I have purchased these products from this site, they have always have produced excellent

The information your site provided was very educational and helpful. It helped me to decide to buy the right product for me and my wife.

when I first these products I was amazed how quick they had started working thankyou Dale from Australia

Hands down best site, best quality and no double talk. Real pros, real products.

was lost and Johnny guided me through the website, i am happy with what i see and how

Thank you for always being able to help with any questions or concerns that I have.

Love the products ..result are amazing ..

Been using your product for two months now. On my 2nd cycle and have been seeing me real nice improvements I'll be submitting a before and after picture pretty soon. Awesome products. Thanks!





DETAILS



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There is nothing better
for Fat Loss, Stamina,
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Clen. As the most
requested product we
carry, this Ultra Fast.
Acting thermogenic is
known by athletes, bodybuilders and fitness
models as the "King of models as the "King of Fat Burners!"

DETAILS



Designed for Strength, Size, Joint protection and Muscle Recovery. Take your workouts to the next level with the fast-acting compound considered to be the single best lean-muscle and strength-enhancing product on the market. DETAILS





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The Summer stack has been a great to keep off weight during the holiday season.

This is the third time I have purchased these products from this site, they have always arrived here in Australia and

have produced excellent

The information your site provided was very educational and helpful. It helped me to decide to buy the right product for me and my wife.

when I first these products I was amazed how quick they

had started working thankyou Dale from Australia

Hands down best site, best

quality and no double talk. Real pros, real products.

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The Right Product With Ou roduct Wizard

We sell only the highest quality muscle building anabolic supplements. se anabolic supplements have not been approved for sale or use by the FDA.

Clen® - (Fat Loss, Stamina, Endurance, Energy, Appetite Control)

When it comes to burning body fat and increasing stamina, nothing is more powerfully effective than Maximum Strength Clen®.

There are numerous fat loss products on the market, stimulants and fat burners alike, but Maximum Strength Clen® is truly unique for one very special reason...IT WORKS...IT ABSOLUTELY WORKS!

While we carry a host of the most effective and powerful muscle building products on the market, our most popularly requested formula is our Maximum Strength Clen® and the reasons are straightforward:

Clen® has been formulated with beta-2 receptor stimulation in mind and is designed to promote a simultaneously thermogenic and lipolysis effect. This action provides a significant metabolic boost and creates an internal environment that is perfect for fat loss. Not only does Clen® effectively help burn stubborn body fat, it can significantly reduce and help you control your hunger and cravings. A stronger and more powerful metabolism with more appetite control means one thing - Clen® will help you reach the lean physique you cravel

Surprisingly to some, Clen® is also a great tool for those who are looking to build up muscle mass or who are in what's commonly known as a "bulking phase." Gaining too much body fat is a common problem when bulking, but Clen® will help you control the unwanted fat gain so that your gains are of a higher quality. Athletes, be it high performance or endurance, will find Clen® to be invaluable as it has been designed to promote cardiovascular endurance and stamina, which means you will breath easier. All athletes from all walks of life will also find Clen® provides a significant boost of energy, which is always welcomed when training.

If you want to lose body fat, if you're looking to enhance your athletic performance or if you simply need a boost of energy or appetite control, you will find Clen® is the top choice to meet your needs. A highly effective product when used alone, the effects of Maximum Strength Clen® are a perfect addition to any performance stack.

Rapidly Remove Body Fat*

Stimulate Fat Cells to Enhance the Breakdown of Triglycerides*

Improve Stamina and Endurance

Safely and Substantially Reduce Appetite*

Directions For Use: This product contains 90 capsules and is designed to be a 30 day cycle. Take 1 capsule 3 times daily with 8 ounces of water, Doses should be spaced evenly throughout the day.

To view the list of ingredients for each product.... click here



\$82.00 \$70.00 add to cart



* Clen - BUY 2 GET 1 FREE!

\$246.00 \$140.00

add to cart

was lost and Johnny guided me through the website, i am happy with what i see and how my experience went.

Thank you for always being able to help with any questions or concerns that I have.

Love the products ..result are amazing ..

Been using your product for two months now. On my 2nd cycle and have been seeing me real nice improvem I'll be submitting a before and after picture pretty soon. Awesome products. Thanks!





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D-ANABOL 25

Secure Billing & Shipping | International Available

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Test-600x ™ Tren 75® Deca 200 ®

D-Anabol 25 ™

Winn 50® Var 10 ®

Clen ®

uitary Growth Hormone™



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> Strength Stack Cutting Stack

Summer Stack Xtreme Speed Stack

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Best site i have ever seen for buying supplements

The Summer stack has been a great to keep off weight during

This is the third time I have purchased these products from this site, they have always arrived here in Australia and have produced excellent

The information your site decide to buy the right product for me and my wife

when I first these products I

was amazed how quick they had started working thankyou

Hands down best site, best

quality and no double talk. Real pros, real products.

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Home → All Products → D-Anabol 25™

D-Anabol 25™ - (Mass, Strength, Size, Power)

Watch Video

There is no other way to describe our D-Anabol 25™ other than by hailing it the "King of Mass!" D-Anabol 25™ is hands down the most popular and effective size and strength gaining compound currently available.

Our fast acting D-Anabol 25™ was designed for the athlete that desires to become bigger and stronger in the shortest possible time and who is more concerned with size and strength than with a leaned out look. Although our formula for D-Anabol 25™ is not known to cause severe bloating or water retention, it most certainly has been known to generate some incredible muscle pumps and pack on pounds of high quality dense muscle.

**For those looking for the size, power, and strength of D-Anabol 25™ but want to have a more defined look, try adding our popular Tren 75® with Clen® to get the best of both worlds.*

If size and strength is what you are craving, D-Anabol 25^{7M} is precisely what you are looking for. Scientifically engineered to consistently deliver superior results, D-Anabol 25^{7M} was formulated to help you reach your goals by:

*D-Anabol 25™ was designed for:

Providing Hard and Nourishing Muscle Pumps*

Generating Sold, High Quality Muscle Tissue*

Employing a Fast-Acting Mass Formula

Improving Nitrogen Retention for Muscle Repair and Growth* Boosting Major Lifts and Enhancing Overall Strength

Directions For Use: This product contains 90 capsules and is designed to be a 30 day cycle. Take 1 capsule 3 times daily with 8 unces of water. Doses should be spaced evenly throughout the day

To view the list of ingredients for each product... click here



\$100.00 \$85.00 add to cart



\$300.00 \$170.00 add to cart

* D-anabol 25 - BUY 2 GET 1 FREE!

BUY 2 GET 1 FREE!



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TEST-600x

The Web's #1 Source For Muscle Building Anabo Secure Billing & Shipping | International Available

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Clen ®



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Home → All Products → Test-600x™

Test-600x™ - (Overall Muscle Growth, Strength, and Size)

Watch Test-600x™ Video

 $Test-600x^{\pi\omega} \ \ is \ without \ a \ doubt \ the \ most \ powerful \ and \ versatile \ muscle \ building \ product \ available \ on \ the \ market \ today \ and \ should \ be \ the \ "Go \ To" \ choice for athletes of all \ fitness levels.$

Test-600x[™] has a reputation of being extremely fast acting and effective at almost every level of physical enhancement. No matter if you are looking for a massive increase in lean muscle gains, improvements in both strength and size, reduced body fat while continuing to maintain muscularity, or just overall physical enhancement, Test-600x[™] is the ONLY product to take by itself and is ALWAYS included in our powerful

Additionally, Test-600x^m has been formulated to directly target your unique masculinizing properties and has been reported to not only greatly improve sexual performance and stamina, but provide its users with an overall sense of well being for a dramatic impact on their quality of life.

All in all, you cannot go wrong with this power

*Test-600x™ was designed and formulated to help:

Promote Strength, Size and Lean Muscle Mass

Increase Fat Free Mass (FFM) for Reducing Body Fat*

Improve Attitude, Mood, and Sleep*

Reduce Muscle Wasting (Anti-Catabolic)*

Enhance Sexual Performance*

Directions For Use: This product contains 60 tablets and is designed to be a 30 day cycle. Take 1 tablet 2 times daily with 8 ounces of water. Doses should be spaced evenly throughout the day.

To view the list of ingredients for each product... click here



* Test-600x™ \$100.00 \$85.00

add to cart



* Test-600x - BUY 2 GET 1 FREE! \$300.00 \$170.00

add to cart

BUY 2 GET 1 FREE!



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M







TREN 75°

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Tren 75®

Deca 200 ® D-Anabol 25 ™ Winn 50®

Var 10 ® Clen ®



POPULAR STACKS

Mass Stack Strength Stack

Cutting Stack Summer Stack Xtreme Speed Stack

Search

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Thec 19 2016







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Home > All Products > Tren 75®

Tren 75® - (Muscle Hardening, Power, Vascularity, Fat Burning)

Watch Tren-75® Video

The highly absorbable Tren 75® is in a class by itself, and is arguably one of the most potent muscle building formulations we have ever developed. Tren 75® will ensure its users the ability to achieve explosive strength and power, while maintaining a lean, hard and vascular appearance without unwanted "Water Retention" or Bloating.

One of the most frequently reported traits of our Tren 75® is how incredibly strong and powerful its users feel while maintaining a "Hard" and "Vascular" appearance. Tren 75® is the perfect choice when getting ready for summer, or for the high performance athlete that wants explosive power and strength without excessive weight

A unique property of Tren 75® is its amazing ability to help incinerate stubborn body fat while increasing appetile and continuing to add high quality lean muscle, which makes it one of our most popular products currently available.

Tren 75® whether stacked or taken alone will help provide you with Dry, Lean, Hard Muscle of the highest quality.

Increase Appetite and Optimize Nutrient Absorption*

Produce Dry, Vascular, Dense Muscle, While Hardening and Cutting*

Improve Nitrogen Retention in Muscle Tissue*

Eliminate Muscle Blurring "Water Retention" and Bloat* Incinerate Body Fat While Maintaining Muscle Mass*

Directions For Use: This product contains 90 capsules and is designed to be a 30 day cycle. Take 1 capsule 3 times daily with 8 ounces of water. Doses should be spaced evenly throughout the day

To view the list of ingredients for each product... click here



add to cart

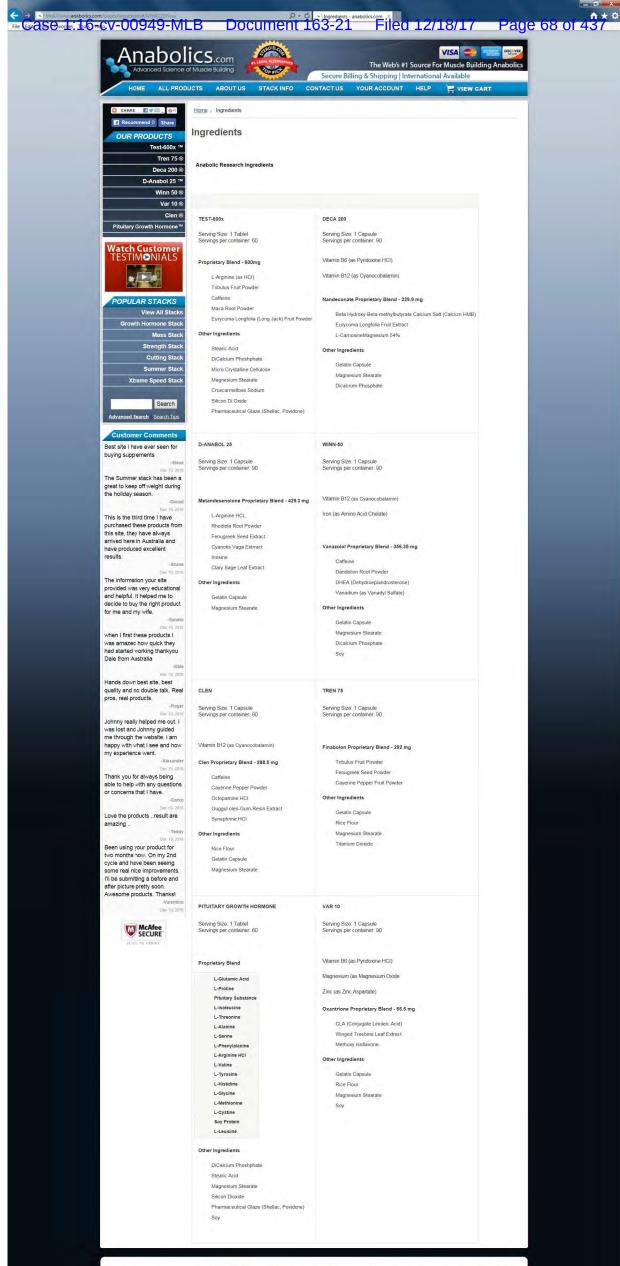


* Tren 75 - BUY 2 GET 1 FREE!



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Buy Steroids

D-ANABOL 2 TEST-600x DECA 200 TREN 75 WINN-50 VAR 10

They are often misunderstood but due to the nature of effects and benefits millions worldwide buy steroids every day; an estimated 6 million Americans buy steroids every year and a multitude of millions more the world over. Anabolic steroid use is not something new, athletes have been supplementing with them regularly since the 1950's and heavily since the 1970's increasing every year. Even before the advent of true synthetic steroid use for hundreds of years athletes supplemented with testicular extract looking for an advantage and hundreds of years later norhing has anieties supplemented with restriction exhact looking for an advantage and fundreds of years safet nothing has changed; the advantage is still desired. The question remains, with the hoople that surrounds them use continues to increase but for many where to buy steroids is as complicated as trying figure out how to build a refrigerator box that will fly to the moon. There are several options you have when it comes time to make a purchase and we will discuss them all but if you're looking for legal and powerful anabolic tools we highly recommend you click on the banner

CLEN

Buy Steroids on the Black Market:

It is one of the most common avenues of anabolic androgenic steroid purchase and it is without question often the It is one of the most common avenues of anabosic anorogenic sterior purchase and it is without question often the most dangerous. With more underground labs than we can count there is a lot of dirty gear, fake gear and underdosed gear on the black market; the majority of it is pure garbage. However, the prices are often so cheap compared to other avenues many risk the purchase only to be left disappointed in the end. Absolutely, there are some good sources on the black market who sell quality gear but the amount of poor sources is a plague. Further and this is beyond important, in countries such as the United States purchasing anabolic steroids on the black market is illegal; it doesn't matter if they're from an underground lab or a human grade source, in both cases it is illegal and serious consequences can occur if you <u>buy steroids</u> in this fashion.

Buy Steroids from your Doctor:

Many men who suffer from low testosterone legally buy steroids from their own doctor or a hormone replacement Many men who suffer from <u>low testosterone</u> legally buy steroids from their own doctor or a hormone replacement clinic every day. Granted, they will not be allowed to buy the amounts commonly associated with heavy performance enhancing but they will be receiving not only <u>legal anabolics</u> but clean and effective ones as well. Steroids such as testosterone of most forms, <u>Deca-Durabolin</u>, <u>Anadrol</u>, <u>Anavar</u> and <u>Winstrol</u> are common place as well as the powerful peptide hormone <u>Human Growth Hormone</u>. Yes, you will pay a far greater price in comparison to black market gear but you will be within the safety of the law and that makes this a very good deal indeed and one of the highest recommended outlets for those looking to <u>buy steroids</u>.

Buy steroids at the Gym:
Many simply buy steroids from a friend at the gym; small steroid sales at most any gym are very common place but
this does fail into the black market category in countries such as the U.S. As most of the gym sources are middle-me
for middle-men the price is often very, very high. There are not too many steroid sources that sell openly in a gym, in
most cases it's simply an individual who made a purchase from a source and is now reselling it to turn a small profit;
it's not uncommon for this gear to change hands a multitude of times before it makes it to you and when it does you
could pay 3-4 times the normal rate.

Making your own Steroids:

Making your own steroids:
For numerous reasons many individuals forgo buying steroids on the black market or from a doctor and simply make their own. However, to buy the ingredients you'll need such as raw steroid powder, this purchase will be just as illegal in the United States as actually buying ready to use anabolic hormones. Many people believe this rour is safer because you will not be dealing with a typical underground source and there is some truth to this assumption.

Normally buying a little powder for your own personal use will go unnoticed and if you have the ability to make sterile gear you'll not only have a very cheaply obtained steroid but effective as well. Even so, you need to understand you are not safe by any means signed, because you follow this protectif from are careful even though you did not have are not safe by any means simply because you follow this protocol; if you are caught, even though you did not buy directly from a standard source you're going to be in more trouble than if you did. In countries such as the U.S. you can now be charged with manufacturing; a much more serious charge than simple possession. For this reason and while we will not recommend any illegal rout, when it comes time to **buy steroids** this may be one of the most dangerous avenues of all.

There are a lot of options and each one we've discussed runs much deeper and in several different directions; it's Innere are a lot of options and each one we've discussed runs much deeper and in several different directions; it's unfortunate that buying cigarettes is a much simpler process than the desire to buy steroids is for the everyday guy. Even so, there are legal avenues, you can obtain quality and potent anabolic supplements as we have discussed; yes, you read that correctly, "Supplements" in-truth they are simply supplements we use to aid in what we're already doing right. If you are looking for a quality, legal, very powerful and effective anabolic supplement, visit the banner above. If you've never used an anabolic supplement before be prepared to be amazed! If increased strength, increased muscle mass, a ripped physique and simply a better overall physique is what you're after, you'll be hard pressed to find better anabolic supplements than in the banner above.

Regardless of your decision in-terms of where you make a purchase, if you decide to buy steroids you should consult with your doctor first to make sure you are healthy enough for use. Those who already suffer from high blood pressure or high cholesterol will need to remedy this problem before use begins as steroid use can exasperate it.

** This is a very potent anabolic steroid. We strongly recommend caution when using this drug. Do not use without doctors supervision

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↑ ★ ☆



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Cutting Stack

Mass Stack

vth Hormone Stack

Xtreme Speed Stack

Strength Stack

Summer Stack

Search

CLEN

Serving Size 2 capsule Servings per container 45

Metandesenolone - 25 mg

Other Ingredients

Gelatin Capsule
 Magnesium Stearate

2-amino-5-guanidinovaleric acid
 Rhaponticum carthamoides

Vitamin B12 - 50 mcg %Daily Value - 833% Proprieatary Blend - 577 mg

- Octopamine HCL
 Caffeine
 Capsaicin
 GuggleSterones z-e
 Synephrine HCL

Other Ingredients

- Rice Flour
 Gelatin Capsule
 Magnesium Stearate

PITUITARY GROWTH HORMONE

Serving Size 2 tablets Servings per container 30

Proprietary Blend

- Proprietary Blend
 Pituitary Substance 100 mg
 L-Arginine HCL 48 mg
 Glycine 31 mg
 Glycine 31 mg
 Glycine 13 mg
 Isoleucine 86 mg
 Threonine 86 mg
 Threonine 86 mg
 Tyrosine 42 mg
 Valine 48 mg
 L-Histidine 32 mg
 Alanine 86 mg
 Proline 102 mg
 Serine 80 mg
 Methlonine 30 mg
 Cystine 30 mg
 Phenyalanine 58 mg
 Cystine 30 mg
 Phenyalanine 58 mg
 Cystine 30 mg
 Phenyalanine 58 mg
 Cyter Ingredients

Other Ingredients

- Di Calcium Phoshphate
 Stearic Acid
 Magnesium Stearate
 Silicon Di Oxide

Iron 3 mg %Daily Value - 15% Vitamin B12 50 mcg %Daily Value - 833%

Proprietary Blend - 690 mg

- Dehydroepiandrosterc
 Taraxacum Officinale
 Caffeine
 Vanadyl Sulfate
 Cobalmin
 Iron

Vanazolol Sulfate - 50 mg

- Dehydroepiandrosterone 99%
 Taraxacum Officinale
 Vanadyl Sulfate

- Other Ingredients
 Gelatin Capsule
 Magnesium Stearate

TREN 75

Serving Size 2 capsule Servings per container 45

Proprietary Blend - 678 mg

- Trigonella foenum-grad
 Tribulus
 Capsaicin

Other Ingredients

Gelatin Capsule
 Magnesium Stearate

VAR 10

Serving Size 3 capsule Servings per containe

Vítamin B6 - 2 mg %Daily Value - 100% Magnesium - 67.5 mg %Daily Value - 15% Zinc - 5 mg %Daily Value - 35%

Proprietary Blend - 790 mg

- Magnesium Oxide
 Conjugated Linoleic Acid
 Zinc Aspartate
 Veld Grape

- 5-Methyl-7-Methoxy Isoflavone 10 mg

Other Ingredients

- Gelatin Capsule
 Rice Flour
 Magnesium Stearate

Anabolic Steroids | Buy Steroids in United States | History of Steroids | Types of Steroids | Steroids in Sports | Steroid Cycles | Legal St Buy Steroids and U.S. Laws | Steroids for Sale

Deca Durabolin Dianabol Equipoise Halotestin Human Growth Hormone Insulin Lasix Methyltestosterone Nolvadex Omnadren Primobolan Sustanon Cypionate Enanthate Propionate Testosterone Winstrol Roid Rage

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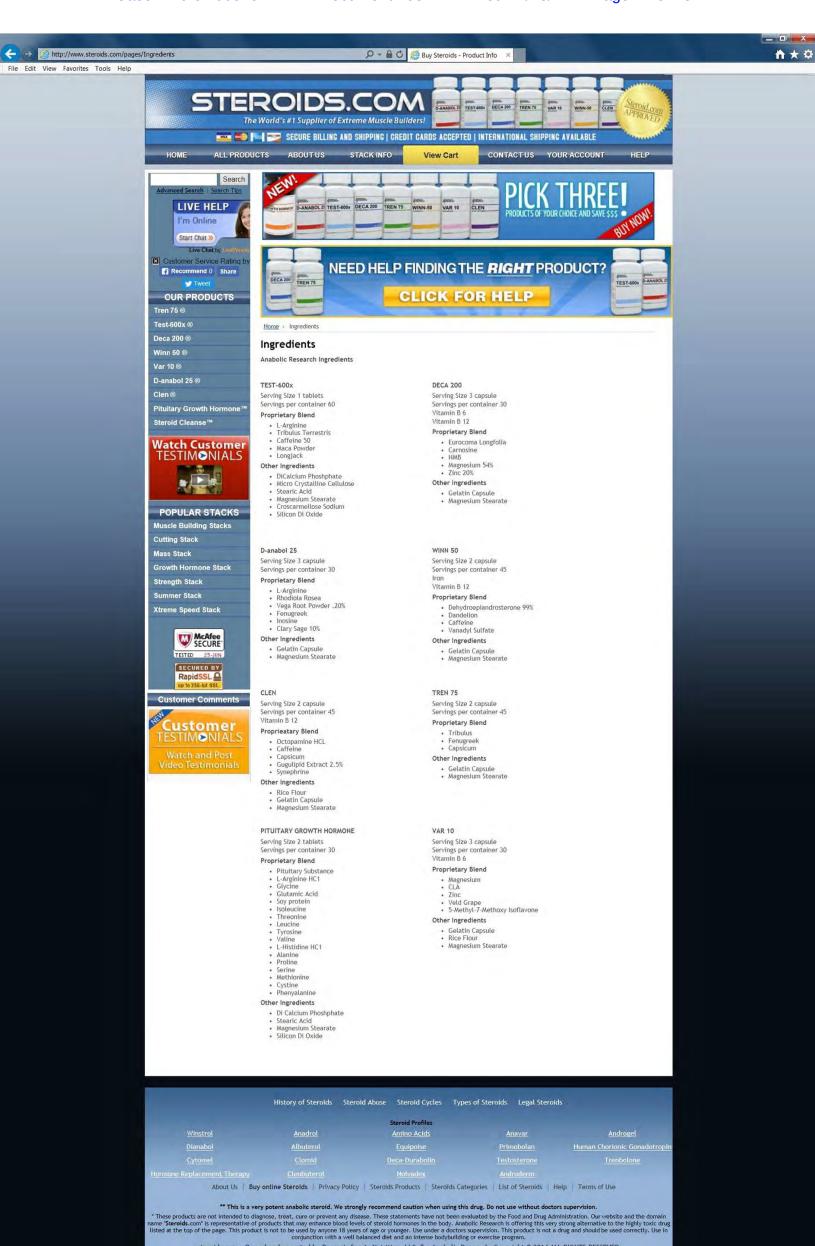
** This is a very potent anabolic steroid. We strongly recommend caution when using this drug. Do not use without doctors supervision.

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Steroids.com Group





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Control Group









Customer Comments

Best site I have ever seen for buying supplements

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Dec 19, 2016







We sell only the highest quality muscle bu nts have not been approved for sale or use by the FDA





Formulated for Overall Muscle Growth, Strength, and Size. This is one of the most effective and Fast-Actin products we carry and was designed to help improve your performance at almost every level of physical enhancement. Experience this top choice for all altheltes.



If you're looking for Lear Muscle, Endurance, Strength, and Vascularity this is the answer Scientifically engineered to enhance your metabolic rate, this maximum strength compound is ideal for anyone looking to take His or Her athletic performance to the next level.

DETAILS

AMARGANS,

Purple

This potent product is used for Muscle Hardening, Power, Vascularity, and Fat Burning. This amazing product is coveted for its ability to give the user Explosive Results without unwanted without unwanted, excessive weight gain. These results are un-matched!

DETAILS



The #1 product for Mass, Strength, Size and Power. This fast acting product is designed to give you the size and strength you desire, in the shortest time possible. This remarkable product produces highly effective results, all without having to deal with any unwanted bloat or water retention.

DETAILS



DETAILS

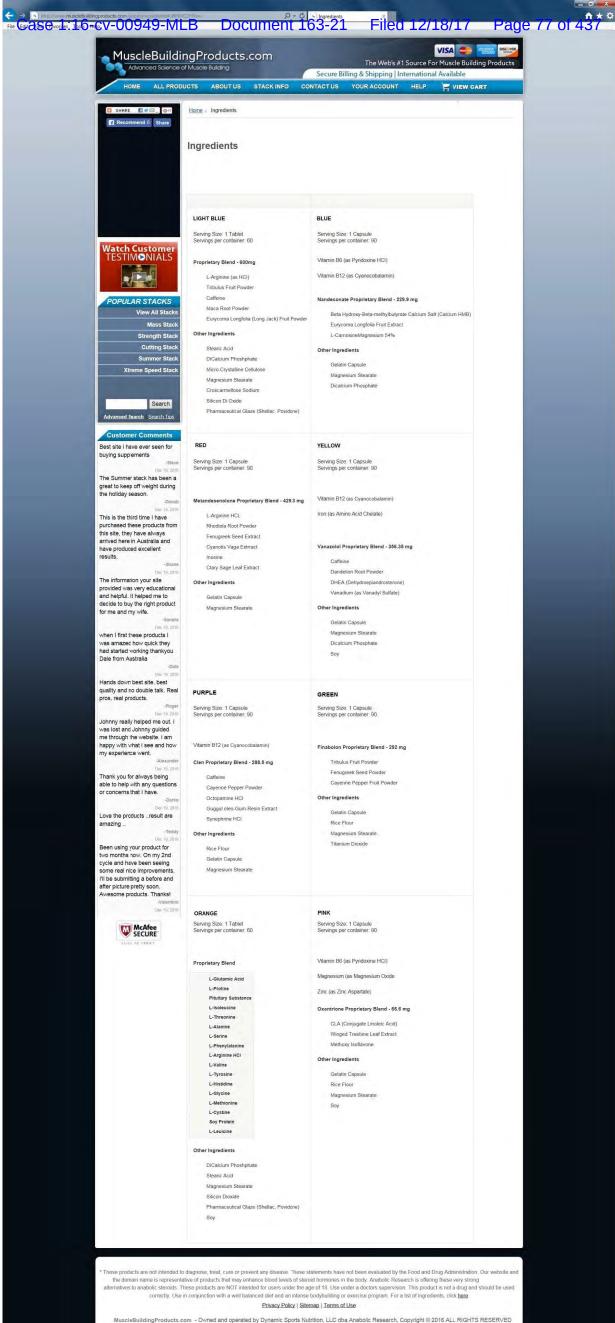
Our #1 Selling Product!
There is nothing better for Fat Loss, Stamina, Endurance, and Energy than this product. As the most requested product we carry, this Ultra Fast-Acting thermogenic is known by athletes, body-builders and fitness models as the "King of Fat Burners!" DETAILS



Designed for Strength Size, Joint protection and Muscle Recovery. Take your workouts to the next level with the fast-acting compound considered to be the considered to be the single best lean-muscle and strength-enhancing product on the market.

DETAILS

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Exhibit D

Exhibit D Changes Made to Create Control Stimuli

Changes Made to All Pages		
	Original Text	Altered Text for Control Stimuli
Website URL	www.anabolics.com	www.musclebuildingproducts.com
Tab	Anabolics – anabolics.com	Musclebuilding
Banner	The Web's #1 Source For Muscle Building Anabolics	The Web's #1 Source For Muscle Building Products
Banner Logo	(Steroids.com Seal)	[Removed entirely]
Disclaimer	* Our website and the domain name "Anabolics.com" is representative of products that may enhance blood levels of steroid hormones in the body.	* Our website and the domain name is representative of products that may enhance blood levels of steroid hormones in the body.
Bottom banner	anabolics.com - Owned and operated by Dynamic Sports Nutrition, LLC dba Anabolic Research	MuscleBuildingProducts.com - Owned and operated by Dynamic Sports Nutrition, LLC dba Anabolic Research

Changes Made to the Ingredient Page Only		
	Original Text	Altered Text for Control Stimuli
Subtitle	Anabolics Research Ingredients	[Removed entirely]

Changes Made to the Homepage Only		
	Original Text	Altered Text for Control Stimuli
Subtitle	We sell only the highest quality muscle building anabolic supplements. These anabolic supplements have not been approved for sale or use by the FDA.	We sell only the highest quality muscle building supplements. These supplements have not been approved for sale or use by the FDA.
Pituitary Growth Hormone Description	Designed to increase IGF-1, Pituitary Growth Hormone TM is the most effective product we have ever developed PERIOD. This amazing product has almost too many benefits to list and should be used by anyone looking for dramatic results in health and fitness.	Pituitary Growth Hormone TM is the most effective product we have ever developed PERIOD. This amazing product has almost too many benefits to list and should be used by anyone looking for dramatic results in health and fitness
Test-600x Description	Formulated for Overall Muscle Growth, Strength, and Size. Test-600x is one of the most effective and Fast-Acting products we carry and was designed to help improve your performance at almost every level of physical enhancement. Experience this top choice for all altheltes.	Test-600x is one of the most effective and Fast-Acting products we carry and was designed to help improve your performance at almost every level of physical enhancement. Experience this top choice for all athletes.
Winn-50 Description	If you're looking for Lean Muscle, Endurance, Strength, and Vascularity, Winn-50 is the answer. Scientifically engineered to enhance your metabolic rate, this maximum strength compound is ideal for anyone looking to take His or Her athletic performance to the next level.	Winn-50 is the answer. This maximum strength compound is ideal for anyone looking to take His or Her athletic performance to the next level.
Tren 75 Description	The potent Tren 75 is used for Muscle Hardening, Power, Vascularity, and Fat Burning. This amazing product is coveted for its ability to give the user Explosive Results without unwanted, excessive weight gain. Tren75's results are un-matched!	This amazing product is coveted for its ability to give the user Explosive Results without unwanted, excessive weight gain. Tren75's results are unmatched!
D-Anabol 25 Description	The #1 product for Mass, Strength, Size and Power. Fast acting D-Anabol 25 is designed to give you the size and strength you desire, in the shortest time possible. This remarkable product produces highly effective results, all without having to deal with any unwanted bloat or water retention.	The #1 product Fast acting D-Anabol 25 is designed in the shortest time possible. This remarkable product produces highly effective results, all without having to deal with any unwanted bloat or water retention.
Var 10 Description	Known as the most versatile muscle building formulation to date, Var 10 is a favorite among both Men and Women. Designed to give users Greater Muscle Density, Speed, and all around Athletic Performance, this multi-faceted product will provide high quality gains that last, making it one of the most diverse products on the planet today!	Known as the most versatile formulation to date, Var 10 is a favorite among both Men and Women. Designed to give users Greater all around Athletic Performance, this multi-faceted product will provide high quality gains that last, making it one of the most diverse products on the planet today!
Clen description	Our #1 Selling Product! There is nothing better for Fat Loss, Stamina, Endurance, and Energy than Maximum Strength Clen. As the most requested product we carry, this Ultra Fast-Acting thermogenic is known by athletes, body-builders and fitness models as the "King of Fat Burners!"	Our #1 Selling Product! There is nothing better than Maximum Strength Clen. The most requested product we carry!
Deca 200 Description	Designed for Strength, Size, Joint protection and Muscle Recovery. Take your workouts to the next level with the fast-acting compound considered to be the single best leanmuscle and strength-enhancing product on the market.	Take your workouts to the next level with the fast-acting compound considered to be the single best product on the market.

Changes Made to the Clen Product Page Only		
Original Text	Altered Text for Control Stimuli	
- (Fat Loss, Stamina, Endurance, Energy, Appetite Control)	[Removed entirely]	
When it comes to burning body fat and increasing stamina, nothing is more powerfully effective than Maximum Strength Clen®.	Nothing is more powerfully effective than Maximum Strength Clen®.	
There are numerous fat loss products on the market, stimulants and fat burners alike, but Maximum Strength Clen® is truly unique for one very special reasonIT WORKSIT ABSOLUTELY WORKS!	Maximum Strength Clen® is truly unique.	
While we carry a host of the most effective and powerful muscle building products on the market, our most popularly requested formula is our Maximum Strength Clen® and the reasons are straightforward:	Our most popularly requested formula is our Maximum Strength Clen® and the reasons are straightforward.	
Clen® has been formulated with beta-2 receptor stimulation in mind and is designed to promote a simultaneously thermogenic and lipolysis effect. This action provides a significant metabolic boost and creates an internal environment that is perfect for fat loss. Not only does Clen® effectively help burn stubborn body fat, it can significantly reduce and help you control your hunger and cravings. A stronger and more powerful metabolism with more appetite control means one thing - Clen® will help you reach the lean physique you crave!	[Removed entirely]	
Surprisingly to some, Clen® is also a great tool for those who are looking to build up muscle mass or who are in what's commonly known as a "bulking phase." Gaining too much body fat is a common problem when bulking, but Clen® will help you control the unwanted fat gain so that your gains are of a higher quality. Athletes, be it high performance or endurance, will find Clen® to be invaluable as it has been designed to promote cardiovascular endurance and stamina, which means you will breath easier. All athletes from all walks of life will also find Clen® provides a significant boost of energy, which is always welcomed when training.	[Removed entirely]	
If you want to lose body fat, if you're looking to enhance your athletic performance or if you simply need a boost of energy or appetite control, you will find Clen® is the top choice to meet your needs. A highly effective product when used alone, the effects of Maximum Strength Clen® are a perfect addition to any performance stack.	You will find Clen® is the top choice to meet your needs. A highly effective product when used alone, the effects of Maximum Strength Clen® are a perfect addition to any performance stack.	
Clen® was scientifically formulated to help: •Rapidly Remove Body Fat •Efficiently Burn Fat Calories* •Stimulate Fat Cells to Enhance the Breakdown of Triglycerides* •Improve Stamina and Endurance* •Safely and Substantially Reduce Appetite*	[Removed entirely]	

Changes Made to the D-Anabol 25 Product Page Only		
Original Text	Altered Text for Control Stimuli	
- (Mass, Strength, Size, Power)	[Removed entirely]	
There is no other way to describe our D-Anabol 25 TM other than by hailing it the "King of Mass!" D-Anabol 25 TM is hands down the most popular and effective size and strength gaining compound currently available.	Our fast acting D-Anabol 25 TM was designed for the athlete. Although our formula for D-Anabol 25 TM is not known to cause severe bloating or water retention.	
Our fast acting D-Anabol 25 TM was designed for the athlete that desires to become bigger and stronger in the shortest possible time and who is more concerned with size and strength than with a leaned out look. Although our formula for D-Anabol 25 TM is not known to cause severe bloating or water retention, it most certainly has been known to generate some incredible muscle pumps and pack on pounds of high quality dense muscle.	[Removed entirely]	
**For those looking for the size, power, and strength of D-Anabol 25 TM but want to have a more defined look, try adding our popular Tren 75® with Clen® to get the best of both worlds.*	[Removed entirely]	
If size and strength is what you are craving, D-Anabol 25 TM is precisely what you are looking for. Scientifically engineered to consistently deliver superior results, D-Anabol 25 TM was formulated to help you reach your goals by:	D-Anabol 25 TM is precisely what you are looking for. Scientifically engineered to consistently deliver superior results, D-Anabol 25 TM was formulated to help you reach your goals.	
D-Anabol 25 TM was designed for: •Providing Hard and Nourishing Muscle Pumps •Generating Sold, High Quality Muscle Tissue* •Employing a Fast-Acting Mass Formula* •Improving Nitrogen Retention for Muscle Repair and Growth* •Boosting Major Lifts and Enhancing Overall Strength*	[Removed entirely]	

Changes Made to the Test-600x Product Page Only		
Original Text	Altered Text for Control Stimuli	
- (Overall Muscle Growth, Strength, and Size)	[Removed entirely]	
Test-600x TM is without a doubt the most powerful and versatile muscle building product available on the market today and should be the "Go To" choice for athletes of all fitness levels.	Test-600x TM should be the "Go To" choice for athletes of all fitness levels.	
Test-600x TM has a reputation of being extremely fast acting and effective at almost every level of physical enhancement. No matter if you are looking for a massive increase in lean muscle gains, improvements in both strength and size, reduced body fat while continuing to maintain muscularity, or just overall physical enhancement, Test-600x TM is the ONLY product to take by itself and is ALWAYS included in our powerful stacks.	Test-600x TM has a reputation of being extremely fast acting and effective at almost every level of physical enhancement.	
Additionally, Test-600x [™] has been formulated to directly target your unique masculinizing properties and has been reported to not only greatly improve sexual performance and stamina, but provide its users with an overall sense of well being for a dramatic impact on their quality of life.	[Removed entirely]	
Test-600x TM was designed and formulated to help: •Promote Strength, Size and Lean Muscle Mass •Increase Fat Free Mass (FFM) for Reducing Body Fat* •Improve Attitude, Mood, and Sleep* •Enhance Sexual Performance* •Reduce Muscle Wasting (Anti-Catabolic)*	[Removed entirely]	

Changes Made to the Tren 75 Product Page Only		
Original Text	Altered Text for Control Stimuli	
- (Muscle Hardening, Power, Vascularity, Fat Burning)	[Removed entirely]	
The highly absorbable Tren 75® is in a class by itself, and is arguably one of the most potent muscle building formulations we have ever developed. Tren 75® will ensure its users the ability to achieve explosive strength and power, while maintaining a lean, hard and vascular appearance without unwanted "Water Retention" or Bloating.	'The highly absorbable Tren 75® is in a class by itself.	
One of the most frequently reported traits of our Tren 75® is how incredibly strong and powerful its users feel while maintaining a "Hard" and "Vascular" appearance. Tren 75® is the perfect choice when getting ready for summer, or for the high performance athlete that wants explosive power and strength without excessive weight gain.	Tren 75® is the perfect choice when getting ready for summer, or for the high performance athlete that wants explosive power and strength without excessive weight gain.	
A unique property of Tren 75® is its amazing ability to help incinerate stubborn body fat while increasing appetite and continuing to add high quality lean muscle, which makes it one of our most popular products currently available.	It is one of our most popular products currently available.	
Tren 75® whether stacked or taken alone will help provide you with Dry, Lean, Hard Muscle of the highest quality.	Tren 75® whether stacked or taken alone.	
Tren 75® was designed and formulated to: •Generate Near Instant Metabolic Results •Increase Appetite and Optimize Nutrient Absorption* •Produce Dry, Vascular, Dense Muscle, While Hardening and Cutting* •Improve Nitrogen Retention in Muscle Tissue* •Eliminate Muscle Blurring "Water Retention" and Bloat* •Incinerate Body Fat While Maintaining Muscle Mass*	[Removed entirely]	

Exhibit E Survey 2 Test and Control Stimuli

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Pituitary Growth Hormone™ (pGH)*

(DGH)*
Designed to increase IGF-1, Pituitary Growth Hormone ™ is the most effective product we have ever developed.
PERIOD. This amazing product has almost too many benefits to list and should be used by anyone looking for dramatic results in health and fitness. DETAILS



Test-600x™ *
Formulated for Overall
Muscle Growth,
Strength, and Size. Test800x is one of the most
effective and Fast-Acting
products we carry and
was designed to help
improve your
performance at almost
every level of physical
enhancement.
Experience this top
choice for all altheltes.

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TREN 75°



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ANABOLICH D-ANABOL 25

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Clen® *
Our#1 Selling Product!
There is nothing better
for Fat Loss, Stamina,
Endurance, and Energy
than Maximum Strength
Clen. As the most
requested product we
carry, this Ultra Fast.
Acting thermogenic is
known by athletes, bodybuilders and fitness
models as the "King of models as the "King of Fat Burners!"



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D-Anabol 25 ™ Winn 50®

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Clen® - (Fat Loss, Stamina, Endurance, Energy, Appetite Control)

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Rapidly Remove Body Fat*

Stimulate Fat Cells to Enhance the Breakdown of Triglycerides*

Improve Stamina and Endurance

Safely and Substantially Reduce Appetite*

Directions For Use: This product contains 90 capsules and is designed to be a 30 day cycle. Take 1 capsule 3 times daily with 8 ounces of water, Doses should be spaced evenly throughout the day.

To view the list of ingredients for each product.... click here





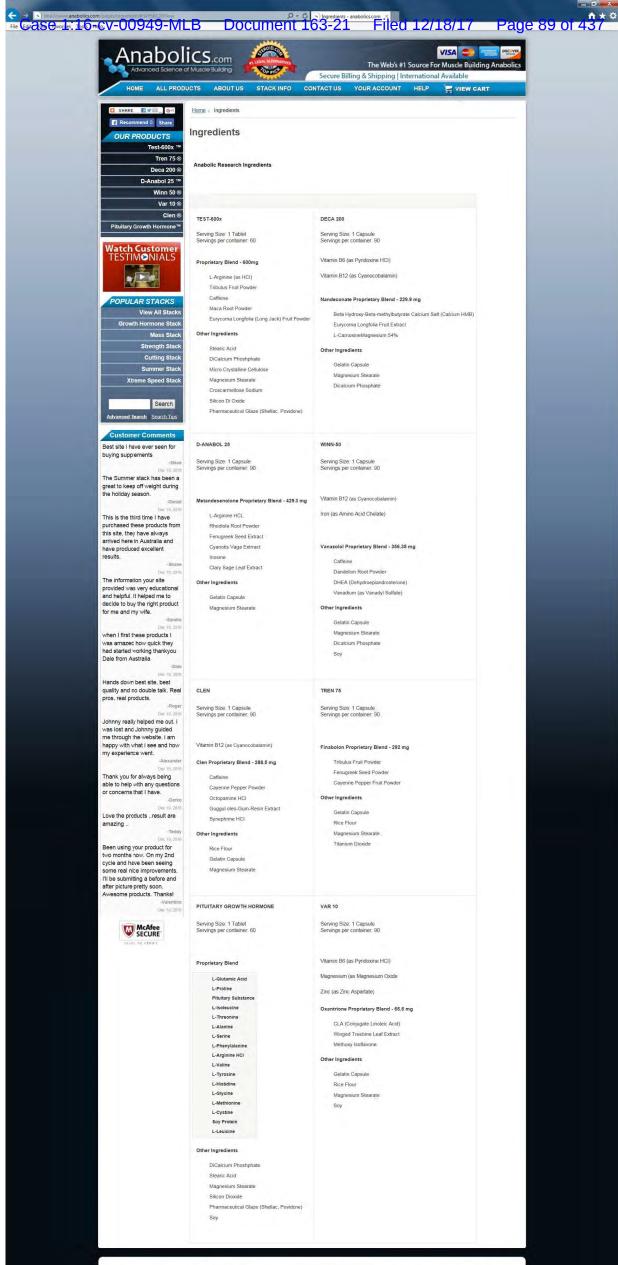
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> Winn 50® Var 10 ®

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D-Anabol 25™ - (Mass, Strength, Size, Power)

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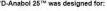
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Boosting Major Lifts and Enhancing Overall Strength

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To view the list of ingredients for each product... click here



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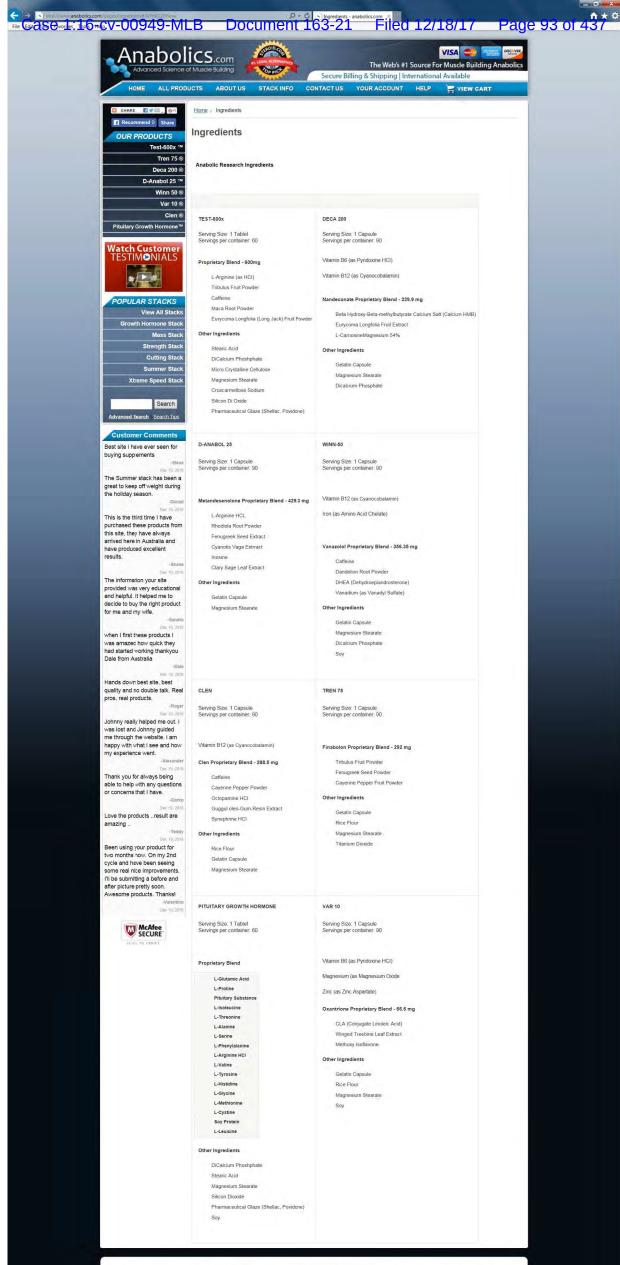
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Pituitary Growth Hormone™ (pGH)*

(DGH)*
Designed to increase IGF-1, Pituitary Growth Hormone ™ is the most effective product we have ever developed.
PERIOD. This amazing product has almost too many benefits to list and should be used by anyone looking for dramatic results in health and fitness.



Test-600x™ *
Formulated for Overall
Muscle Growth,
Strength, and Size. Test800x is one of the most
effective and Fast-Acting
products we carry and
was designed to help
improve your
performance at almost
every level of physical
enhancement.
Experience this top
choice for all altheltes.

DETAILS



Winn 50® * If you're looking for Lean Muscle, Endurance, Endurance Strength, and Vascularity, Winn-50 is the answer. Scientifically engineered to enhance your metabolic rate, this maximum strength compound is ideal for anyone looking to take His or Her athliets performance to the next level.

DETAILS

TREN 75°

Tren 75® *
The potent Tren 75 is used for Muscle Hardening, Power, Vascularity, and Fat Burning. This amazing product is coveted for it ability to give the user Explosive Results without unwanted, excessive weight gain. Tren75's results are un matched!

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TEST-600x

D-Anabol 25™ * The #1 product for Mass, Strength, Size and Power. Fast acting D-Anabol 25 is designe D-Anabol 25 is designed to give you the size and strength you desire, in the shortest time possible. This remarkable product produces highly effective results, all without having to deal with any unwanted bloat or water retention.



AMARQUE, CLEN





Designed for Strength, Size, Joint protection and Muscle Recovery. Take your workouts to the next level with the fast-acting compound considered to be the single best lean-muscle and strength-enhancing product on the market. DETAILS



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Home → All Products → Test-600x™

Test-600x™ - (Overall Muscle Growth, Strength, and Size)

Watch Test-600x™ Video

 $Test-600x^{\pi\omega} \ \ is \ without \ a \ doubt \ the \ most \ powerful \ and \ versatile \ muscle \ building \ product \ available \ on \ the \ market \ today \ and \ should \ be \ the \ "Go \ To" \ choice for athletes of all \ fitness levels.$

Test-600x[™] has a reputation of being extremely fast acting and effective at almost every level of physical enhancement. No matter if you are looking for a massive increase in lean muscle gains, improvements in both strength and size, reduced body fat while continuing to maintain muscularity, or just overall physical enhancement, Test-600x[™] is the ONLY product to take by itself and is ALWAYS included in our powerful

Additionally, Test-600x^m has been formulated to directly target your unique masculinizing properties and has been reported to not only greatly improve sexual performance and stamina, but provide its users with an overall sense of well being for a dramatic impact on their quality of life.

All in all, you cannot go wrong with this power

*Test-600x™ was designed and formulated to help:

Promote Strength, Size and Lean Muscle Mass

Increase Fat Free Mass (FFM) for Reducing Body Fat*

Improve Attitude, Mood, and Sleep*

Enhance Sexual Performance* Reduce Muscle Wasting (Anti-Catabolic)*

Directions For Use: This product contains 60 tablets and is designed to be a 30 day cycle. Take 1 tablet 2 times daily with 8 ounces of water. Doses should be spaced evenly throughout the day.

To view the list of ingredients for each product... click here



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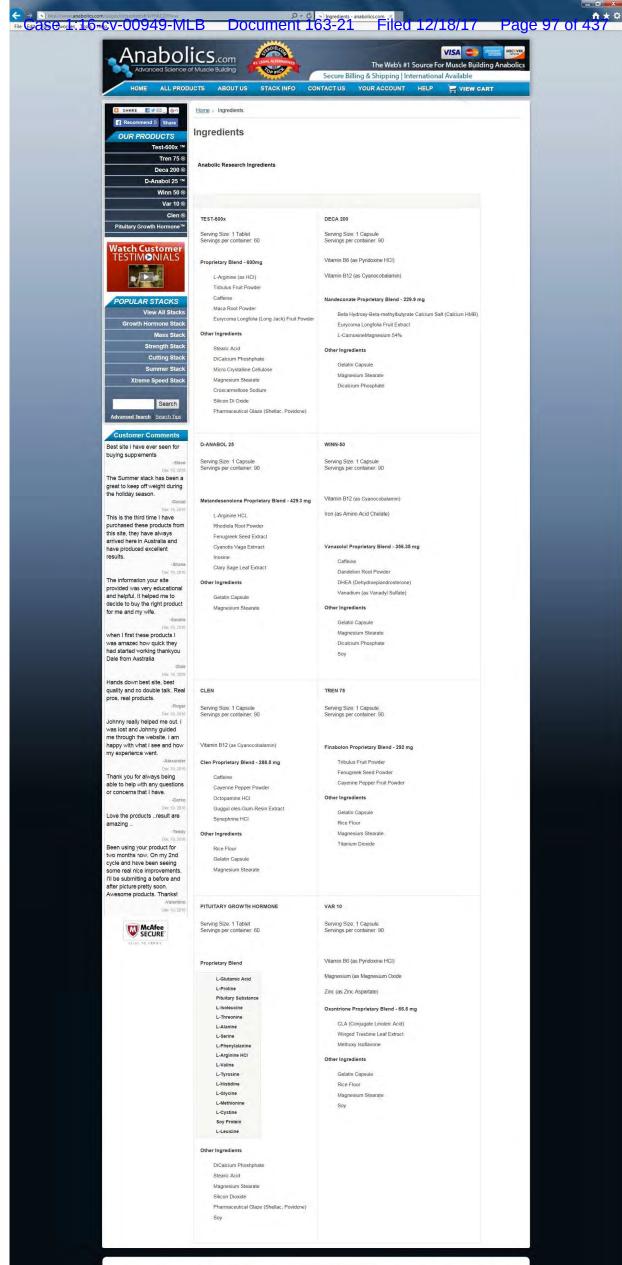
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TREN 75 Test Group



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WINN-50°

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DETAILS

Var 10® *



Tren 75® *
The potent Tren 75 is used for Muscle Hardening, Power, Vascularity, and Fat Burning. This amazing product is coveted for it ability to give the user Explosive Results without unwanted, excessive weight gain. Tren75's results are un matched!

DETAILS

Clen® *



D-Anabol 25™ * The #1 product for Mass, Strength, Size and Power. Fast acting D-Anabol 25 is designe D-Anabol 25 is designed to give you the size and strength you desire, in the shortest time possible. This remarkable product produces highly effective results, all without having to deal with any unwanted bloat or water retention.

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AMARQUE.

Deca 200® * Designed for Strength, Size, Joint protection and Muscle Recovery. Take your workouts to the next level with the fast-acting compound considered to be the single best lean-muscle and strength-enhancing product on the market. ANABOUGA DECA 200° DETAILS



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TREN 75°



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Deca 200 ® D-Anabol 25 ™

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Home > All Products > Tren 75®

Tren 75® - (Muscle Hardening, Power, Vascularity, Fat Burning)

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The highly absorbable Tren 75® is in a class by itself, and is arguably one of the most potent muscle building formulations we have ever developed. Tren 75® will ensure its users the ability to achieve explosive strength and power, while maintaining a lean, hard and vascular appearance without unwanted "Water Retention" or Bloating.

One of the most frequently reported traits of our Tren 75® is how incredibly strong and powerful its users feel while maintaining a "Hard" and "Vascular" appearance. Tren 75® is the perfect choice when getting ready for summer, or for the high performance athlete that wants explosive power and strength without excessive weight

A unique property of Tren 75® is its amazing ability to help incinerate stubborn body fat while increasing appetile and continuing to add high quality lean muscle, which makes it one of our most popular products currently available.

Tren 75® whether stacked or taken alone will help provide you with Dry, Lean, Hard Muscle of the highest quality.

Increase Appetite and Optimize Nutrient Absorption*

Produce Dry, Vascular, Dense Muscle, While Hardening and Cutting*

Improve Nitrogen Retention in Muscle Tissue*

Eliminate Muscle Blurring "Water Retention" and Bloat*

Incinerate Body Fat While Maintaining Muscle Mass*

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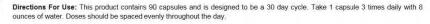
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dramatic results in
health and fitness. DETAILS



Test-600X Test-600X Test-60X Test-60X Test-60X Test-Acting products we carry and was designed to help improve your performance at almost every level of physical enhancement. Experience this top choice for all athletes.

DETAILS

Winn 50® * Winn-50 is the answer. This maximum strength compound is ideal for anyone looking to take His or Her athletic performance to the next TREN 75°

This amazing product is coveted for its ability to give the user Explosive Results without unwanted, excessive weight gain. Tren75's results are unamatched!

Tren 75® *



D-Anabol 25™ * The #1 product! Fast acting D-Anabol 25 is designed to work in the shortest time possible. This remarkable product produces highly effective results, all without having to deal with any unwanted bloat or water retention.

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WINN-50°

Save More When You Pick 3!

Known as the most versatile formulation to date, Var 10 is a favorite among both Men and Women. Designed to give users Greater all around Athletic Performance, this multi-faceted product viill provide high quality gains that last, making it one of the most diverse products on the planet today! Known as the m







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Nothing is more powerfully effective than Maximum Strength Clen®.

Maximum Strength Clen® is truly unique.

Our most popularly requested formula is our Maximum Strength Clen® and the reasons are

You will find Clen® is the top choice to meet your needs. A highly effective product when used alone, the effects of Maximum Strength Clen® are a perfect addition to any performance stack.



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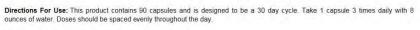
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Directions For Use: This product contains 90 capsules and is designed to be a 30 day cycle. Take 1 capsule 3 times daily with 8 ounces of water. Doses should be spaced evenly throughout the day.

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D-Anabol 25™

Our fast acting D-Anabol 25^{TM} was designed for athletes, Our formula for D-Anabol 25^{TM} is not known to cause severe bloating or water retention.

D-Anabol $25^{\,\text{TM}}$ is precisely what you are looking for. Scientifically engineered to consistently deliver superior results, D-Anabol $25^{\,\text{TM}}$ was formulated to help you reach your goals.



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 $Test\text{-}600x^{\intercal M} \ has \ a \ reputation \ of being \ extremely \ fast \ acting \ and \ effective \ at \ almost \ every \ level \ of \ physical \ enhancement.$

All in all, you cannot go wrong with this powerful product.



Directions For Use: This product contains 60 tablets and is designed to be a 30 day cycle. Take 1 tablet 2 times daily with 8 ounces of water. Doses should be spaced evenly throughout the day.

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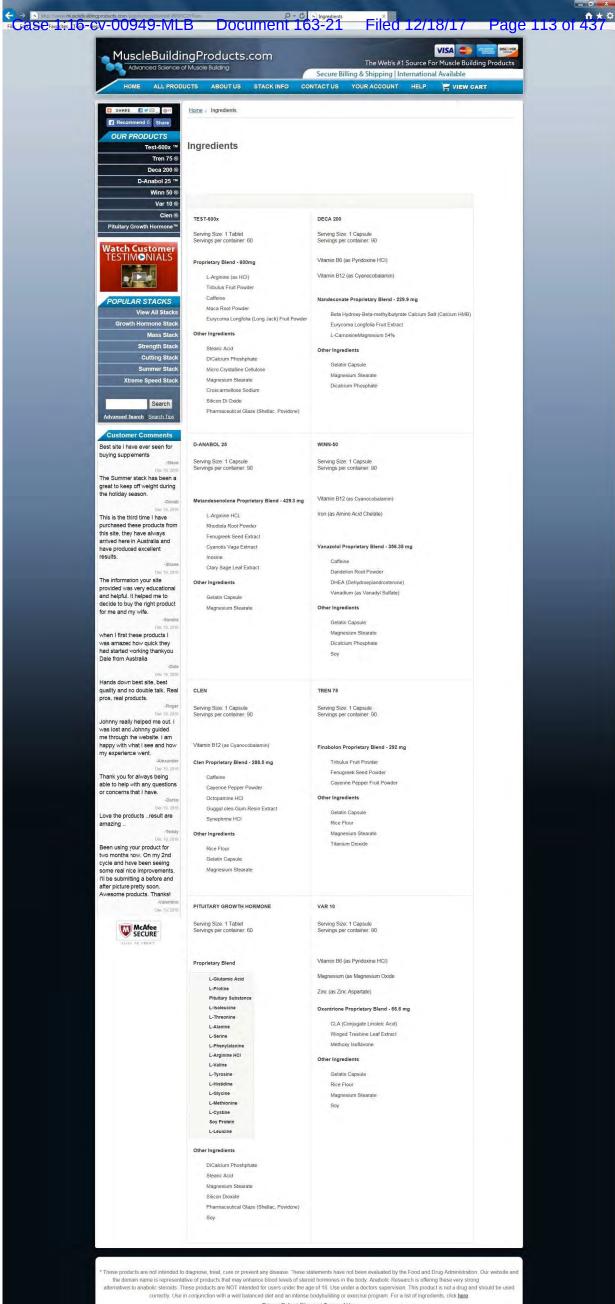
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WINN-50°

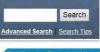
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Best site i have ever seen for buying supplements

great to keep off weight during the holiday season.

This is the third time I have purchased these products from this site, they have always arrived here in Australia and have produced excellent

The information your site provided was very educational and helpful. It helped me to decide to buy the right product for me and my wife.

when I first these products I was amazed how quick they had started working thankyou Dale from Australia

Hands down best site, best quality and no double talk. Real pros, real products.

was lost and Johnny guided me through the website, i am happy with what i see and how

Thank you for always being able to help with any questions or concerns that I have.

Love the products ..result are amazing ..

Been using your product for two months now. On my 2nd cycle and have been seeing me real nice improvements I'll be submitting a before and after picture pretty soon. Awesome products. Thanks!

McAfee SECURE





Var 10® *



Our #1 Selling Product! There is nothing better than Maximum Strength Clen. The most requested product we



Take your workouts to the next level with the fast-acting compound considered to be the single best product on the market.



oducts are not intended to diagnose, treat, cure or prevent any disease. These statements have not been evaluated by the Food and Drug Administration. Our website and the domain name is representative of products that may enhance blood levels of steroid hormones in the body. Anabolic Research is offering these very strong alternatives to anabolic steroids. These products are NOT intended for users under the age of 18. Use under a doctors supervision. This product is not a drug and should be used correctly. Use in conjunction with a well balanced diet and an intense bodybuilding or exercise program. For a list of ingredients, click here

M



WINT Recommend 0 Share CLICK HERE FOR LIMITED TIME OFFERS! **OUR PRODUCTS** Test-600x ™ Tren 75® Deca 200 ®



We sell only the highest quality muscle building supplements. se supplements have not been approved for sale or use by the FDA.

Home > All Products > Tren 75®

Tren 75®

Watch Tren-75® Video

The highly absorbable Tren 75® is in a class by itself.

Tren 75 $^{\rm s}$ is the perfect choice when getting ready for summer, or for the high performance athlete.

It is one of our most popular products currently available.

Tren 75® can be stacked or taken alone.



POPULAR STACKS

Vatch Customer TESTIM⊖NIALS

D-Anabol 25 ™ Winn 50®

> Var 10 ® Clen ®

Mass Stack Strength Stack Cutting Stack Xtreme Speed Stack

Search

Best site i have ever seen for

The Summer stack has been a

great to keep off weight during he holiday season.

This is the third time I have purchased these products from

this site, they have always arrived here in Australia and have produced excellent

The information your site provided was very educational and helpful. It helped me to decide to buy the right product for me and my wife.

when I first these products I had started working thankyou Dale from Australia

Hands down best site, best quality and no double talk. Real

pros, real products.

Johnny really helped me out, i was lost and Johnny guided me through the website. i am happy with what i see and how my experience went.

Thank you for always being able to help with any questions or concerns that I have.

Love the products .. result are amazing ..

Been using your product for two months now. On my 2nd cycle and have been seeing some real nice improvements. I'll be submitting a before and after picture pretty soon. Awesome products. Thanks!



Directions For Use: This product contains 90 capsules and is designed to be a 30 day cycle. Take 1 capsule 3 times daily with 8 ounces of water. Doses should be spaced evenly throughout the day.

To view the list of ingredients for each product... click here



\$100.00 \$85.00 add to cart



* Tren 75 - BUY 2 GET 1 FREE! \$300.00 \$170.00 add to cart

BUY 2 GET 1 FREE!



the domain name is representative of products that may enhance blood levels of steroid hormones in the body. Anabolic Research is offering these very strong alternatives to anabolic steroids. These products are NOT intended for users under the age of 18. Use under a doctors supervision. This product is not a drug and should be used correctly. Use in conjunction with a well balanced diet and an intense bodybuilding or exercise program. For a list of ingredients, click here



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Exhibit F Survey 1 Questionnaire

DIETARY SUPPLEMENT SURVEY

[PROGRAMMER NOTES IN BOLD CAPS AND BRACKETS]

[DO NOT ALLOW ROUTED SURVEY TRAFFIC]

[PROGRAMMER: DISABLE RESUME LATER BUTTON FOR ENTIRE SURVEY]

[PROGRAMMER: DISABLE BACK BUTTON FOR ENTIRE SURVEY]

[EACH QUESTION APPEARS ON INDIVIDUAL PAGE]

[DIGITAL FINGERPRINTING SHOULD BE USED TO AVOID REPEAT PARTICIPATION]

[PLEASE CONFIRM THAT THIS SURVEY WILL ONLY BE SHOWN ON LAPTOP, TABLET OR DESKTOP COMPUTERS (NOT CELL PHONES)]

[IF DEVICE IS DETECTED AS MOBILE PHONE, TERM.]

INTRODUCTION

Thank you for your willingness to participate in our study. The responses you give to our questions are very important to us. If you don't know an answer to a question or if you don't have an opinion, please indicate this in your response.

During the survey, please do not use your browser's *FORWARD* and *BACK* buttons. Instead, please always use the button below to move through the survey.

Simply click on the ">" button at the bottom of the page to begin the survey.

[DISPLAY ON NEW PAGE]

Before continuing with this survey, please carefully read these instructions:

- Please take the survey in one session.
- While completing this survey, please do <u>not</u> visit any other websites or refer to any outside websites for help in answering the survey questions.
- While completing this survey, please do <u>not</u> open any other windows or tabs on this computer or any other computer.
- While taking this survey, please do <u>not</u> use any hand-held electronic device, such as a cell phone.
- Please do not view any other written material while taking this survey.
- Please do not ask anyone else for help in answering the survey questions.
- S1. Please enter the code exactly as it appears in the image below, and then click ">" to continue.

[INSERT CAPTCHA CENTERED ON PAGE]

[ALLOW TWO TRYS. IN ERROR MESSAGE, MENTION TEXT IS CASE SENSITIVE]
[TERMINATE IF CAPTCHA INPUTTED VS. WHAT IS DISPLAYED IS INCORRECT]

- S2. What type of device are you using to complete this survey?
 - 1. Desktop computer
 - 2. Laptop computer
 - 3. Tablet computer
 - 4. Mobile phone or cell phone [TERMINATE]
 - 5. Something else (Please specify) [TERMINATE]
- S3. Are you.....
 - 1. Male
 - 2. Female

[TERMINATE IF GENDER DOES NOT MATCH PANEL DATA]

S4. Please select your age.

[AGE DROP DOWN] [RANGE: 0-100]

[TERMINATE IF AGE DOES NOT MATCH PANEL DATA. TERMINATE IF UNDER 18.]

[PROGRAMMER: INCLUDE HIDDEN VARIABLE CAPTURING AGE CATEGORY: 18-34, 35-49, 50-64, and 65+.]

S5. In which state do you currently live?

[INSERT DROP DOWN BOX WITH LIST OF STATES, INCLUDE DC AND "Outside of United States"]

[TERMINATE IF OUTSIDE US]

[PROGRAMMER: INCLUDE HIDDEN VARIABLE CAPTURING REGION CATEGORY: Northeast, Midwest, South, West, Not in US]

S6. Do you or does anyone in your household work for any of the following?

[RANDOMIZE ORDER]

	Yes	No	Don't Know
An advertising company	TERMINATE		TERMINATE
A market research company	TERMINATE		TERMINATE
A hair salon			
A fitness center or gym	TERMINATE		TERMINATE
A physician's or nutritionist's office	TERMINATE		TERMINATE
A company that makes, sells, or distributes vitamins or supplements	TERMINATE		TERMINATE
A company that makes, sells, or distributes hair products		_	
A grocery store			

S7. Please indicate which, if any, of the following you have taken a survey about in the last six months.

[RANDOMIZE ORDER]

	Yes	No	Don't Know
Products for building muscle mass, size, or strength	TERMINATE		TERMINATE
Products for losing weight			
Products for reducing fine lines or wrinkles			
Products for strengthening hair			
Products for preventing hair loss			

S8. Within the past 12 months, have you purchased any of the following types of products? **[RANDOMIZE ORDER]**

	Yes	No	Don't Know
Products for building muscle mass, size, or strength			
Products for losing weight			
Products for reducing fine lines or wrinkles			
Products for strengthening hair			
Products for preventing hair loss			

S9. Within the next 3 months, do you expect to purchase any of the following types of products? **[RANDOMIZE ORDER]**

	Yes	No	Don't Know
Products for building muscle mass, size, or strength			
Products for losing weight			
Products for reducing fine lines or wrinkles			
Products for strengthening hair			
Products for preventing hair loss			

TO CONTINUE, RESPONDENT MUST HAVE PURCHASED OR EXPECT TO PURCHASE PRODUCTS FOR BUILDING MUSCLE MASS, SIZE, OR STRENGTH.

[IF S8="Yes" for products for building muscle mass, size, or strength, ASK S10]

- S10. In the past 12 months, have you visited or shopped on any websites that sell products for building muscle mass, size, or strength?
 - 1. Yes
 - 2. No
 - 3. Don't Know

MAIN SURVEY

We are interested in your honest opinions. There are no right or wrong answers to the questions in this survey. If, for any question, you don't know the answer or don't have an opinion, please feel free to choose the "Don't know/No opinion" option. Please do not guess.

Please click on the ">" button below once you are ready to continue.

[NEW SCREEN]

Please look at the webpage below. Please look at this webpage as you normally would if you were considering making a purchase from this website. The webpage is a real page from an actual website, but the image is not a live page. If there are links that you are interested in clicking on, please do so. Some, but not all, of the links will open a new page. Take as much time as you would like to review the webpage and when you are finished, click ">" to continue. To ensure that you have enough time to review the webpage, the ">" button will appear after a short delay.

DO NOT DISPLAY, PROGRAMMING INSTRUCTIONS ONLY

CREATE HIDDEN VARIABLE "GROUP"

[DATA ONLY, RANDOMLY ASSIGN 125 RESPONDENTS TO GROUPS 1 AND 2 EACH. RANDOMLY ASSIGN 75 RESPONDNETS TO GROUPS 3 AND 4 EACH.

- 1 GROUP 1: Anabolics.com
- 2 GROUP 2: MuscleBuildingProducts.com
- 3 GROUP 3: BuySteroids.com
- 4 GROUP 4: Steroids.com

DISPLAY WEBPAGE A

[DO NOT ENABLE CONTINUE BUTTON FOR 20 SECONDS] [TRACK HOW MANY SECONDS RESPONDENT SPENDS ON EACH PAGE]

QA. Were you able to see the webpage clearly?

- 1. Yes
- 2. No **[TERMINATE]**

- 1. What message or messages does the webpage communicate to you? **[LARGE TEXT BOX]**
- 2. What else, if anything, did the webpage communicate to you? **[LARGE TEXT BOX]**
- 3. Is there a type or types of products that you believe are described on this webpage?
 - 1. Yes
 - 2. No [SKIP Q4]3. Don't know/No opinion [SKIP Q4]
- 4. What type or types of products are described on this webpage? [LARGE TEXT BOX]

GROUP 1:

Now we are going to show you the webpage again, along with the webpages of four of the products shown on the website.

Please look at the webpages as you normally would if you were considering purchasing the product shown. The webpages are real pages from an actual website, but the images are not live pages. If there are links that you are interested in clicking on, please do so. Some, but not all, of the links will open a new page. Take as much time as you would like and when you are finished, click ">" to continue. To ensure that you have enough time to review the webpage, the ">" button will appear after a short delay.

GROUP 1:

[NEW SCREEN]

[DISPLAY WEBPAGE A FIRST, FOLLOWED BY FOUR PRODUCT PAGES]

[RANDOMIZE ORDER OF PRODUCT WEBPAGES. EACH WEBPAGE SHOULD BE SHOWN ON A SEPARATE PAGE. NO DELAY FOR WEBPAGE A AND 15 SECOND DELAY FOR EACH PRODUCT PAGE. RECORD ORDER.]

GROUP 1:

[NEW SCREEN]

- 5. Were you able to see all of the webpages clearly?
 - 1. Yes
 - 2. No **[GO TO Q11]**

GROUPS 2, 3 AND 4:

Now we are going to ask you some questions about some of the products shown on the webpage you just viewed. Here is the webpage again.

[FOR GROUP 1, QUESTIONS 6-9 SHOULD BE ASKED IN SAME ORDER AS PRODUCT WEBPAGES SHOWN. [FOR GROUPS 2, 3 AND 4, RANDOMIZE ORDER OF Q6-9.]

[FOR Q6-Q10, FOR GROUP 1, DISPLAY "the webpages". FOR GROUPS 2, 3 AND 4, DISPLAY, "the webpage".]

[FOR Q6-Q10, DISPLAY LINK TO HOMEPAGE BELOW EACH QUESTION AND INCLUDE THE FOLLOWING TEXT "Click here to view the webpage again." RECORD WHETHER RESPONDENT CLICKS ON LINK.]

[FOR GROUPS 1, 3, AND 4, SHOW CLEN. FOR GROUP 2, SHOW "the PURPLE product".]

6. Based on your review of the webpage/the webpages you just viewed, which, if any, of the following do you think CLEN/the PURPLE product is? *Select all that apply*

[RANDOMIZE LIST]

- 1. Anabolic Steroid
- 2. Dietary Supplement
- 3. Herbal Supplement
- 4. Amino Acid
- 5. Vitamin
- 6. None of these
- 7. Other (Specify)
- 8. Don't know/no opinion

FOR GROUPS 1, 3, AND 4, SHOW D-ANABOL 25. FOR GROUP 2, SHOW "the RED product".

7. Based on your review of the webpage/the webpages you just viewed, which, if any, of the following do you think D-ANABOL 25/the RED product is? *Select all that apply*

[RANDOMIZE LIST]

- 1. Anabolic Steroid
- 2. Dietary Supplement
- 3. Herbal Supplement
- 4. Amino Acid
- 5. Vitamin
- 6. None of these
- 7. Other (Specify)
- 8. Don't know/no opinion

[FOR GROUPS 1, 3, AND 4, SHOW TEST-600x. FOR GROUP 2, SHOW "the LIGHT BLUE product".]

8. Based on your review of the webpage/the webpages you just viewed, which, if any, of the following do you think TEST-600X/the LIGHT BLUE product is?

Select all that apply

[RANDOMIZE LIST]

- 1. Anabolic Steroid
- 2. Dietary Supplement
- 3. Herbal Supplement
- 4. Amino Acid
- 5. Vitamin
- 6. None of these
- 7. Other (Specify)
- 8. Don't know/no opinion

FOR GROUPS 1, 3, AND 4, SHOW TREN. FOR GROUP 2, SHOW "the GREEN product".]

9. Based on your review of the webpage/the webpages you just viewed, which, if any, of the following do you think TREN 75/the GREEN product is? *Select all that apply*

[RANDOMIZE LIST]

- 1. Anabolic Steroid
- 2. Dietary Supplement
- 3. Herbal Supplement
- 4. Amino Acid
- 5. Vitamin
- 6. None of these
- 7. Other (Specify)
- 8. Don't know/no opinion

[ASK Q10 FOR EACH PRODUCT RESPONDENT THOUGHT WAS ANABOLIC STEROID (Q6=1/Q7=1/Q8=1/Q9=1)]

[SHOW CORRESPONDING HOMEPAGE ABOVE Q10]

10. You mentioned that you thought [INSERT PRODUCT NAME] is an anabolic steroid. What makes you say that?

Please be as specific and detailed as possible.

[LARGE TEXT BOX]

We are almost finished. Just a few more questions.

- 11. This question is a little different. While most people carefully read and respond to the questions in our surveys, a small number do not. To verify that you have read this question carefully, please select the [RANDOMLY ASSIGN FIRST, SECOND, THIRD, FOURTH, OR FIFTH] response from the list below.
 - 1. Extremely Important
 - 2. Very Important
 - 3. Somewhat Important
 - 4. Not at all Important
 - 5. Don't know/Not sure

[TERMINATE IF RESPONDENT SELECTS WRONG ANSWER]

12. Within the past 12 months, have you purchased any of the following products for building muscle mass, size, or strength?

[RANDOMIZE ORDER]

L 1			
	Yes	No	Don't Know
Dietary supplements			
Amino acids			
Herbal products			
Anabolic steroids			
Protein powders			
Protein bars			
Protein shakes or smoothies			

13. Within the next 3 months, do you expect to purchase any of the following products for building muscle mass, size, or strength?

[RANDOMIZE ORDER]

	Yes	No	Don't Know
Dietary supplements			
Amino acids			
Herbal products			
Anabolic steroids			
Protein powders			
Protein bars			
Protein shakes or smoothies			

DUMMY VARIABLE: 1=RESPONDENT MUST HAVE PURCHASED OR EXPECT TO PURCHASE DIETARY SUPPLEMENTS, AMINO ACIDS, HERBAL PRODUCTS, OR ANABOLIC STEROIDS; 2= ALL ELSE.

14.	At any	time!	during	this s	urvey,	did	you o	pen ar	y other	windows	or tabs	on this	computer?

- 1. Yes [TERMINATE]
- 2. No
- 15. At any time during this survey, did you use any other computer?
 - 1. Yes [TERMINATE]
 - 2. No

[IF S2= "Tablet computer," OMIT "or tablet computer"]

- 16. At any time during this survey, did you look at or use any hand-held electronic device, such as a cell phone or tablet computer?
 - 1. Yes [TERMINATE]
 - 2. No
- 17. At any time during this survey, did you view any written material (other than this survey)?
 - 1. Yes [TERMINATE]
 - 2. No
- 18. At any time during this survey, did you consult or talk with someone else?
 - 1. Yes [TERMINATE]
 - 2. No

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Exhibit G Survey 1 Screenshots

Thank you for your willingness to participate in our study. The responses you give to our questions are very important to us. If you don't know an answer to a question or if you don't have an opinion, please indicate this in your response.

During the survey, please do not use your browser's *FORWARD* and *BACK* buttons. Instead, please always use the button below to move through the survey.

Simply click on the ">" button at the bottom of the page to begin the survey.



© Powered by SSI

Before continuing with this survey, please carefully read these instructions:

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- While completing this survey, please do <u>not</u> visit any other websites or refer to any outside websites for help in answering the survey questions.
- · While completing this survey, please do not open any other windows or tabs on this computer or any other computer.
- · While taking this survey, please do not use any hand-held electronic device, such as a cell phone.
- · Please do not view any other written material while taking this survey.
- · Please do not ask anyone else for help in answering the survey questions.

>

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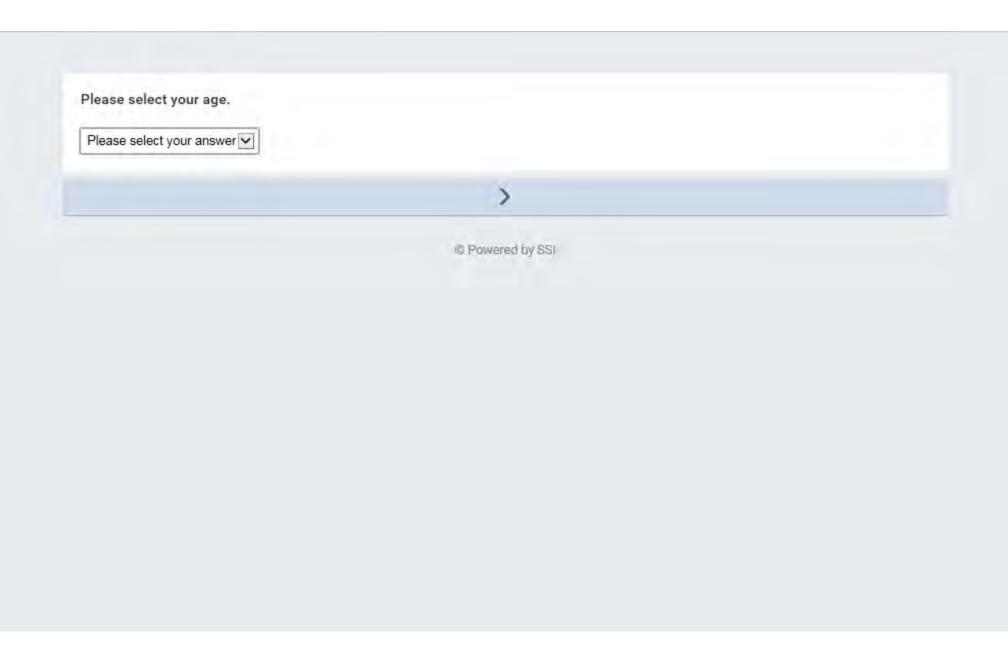


Note: Randomized CAPTCHA codes.

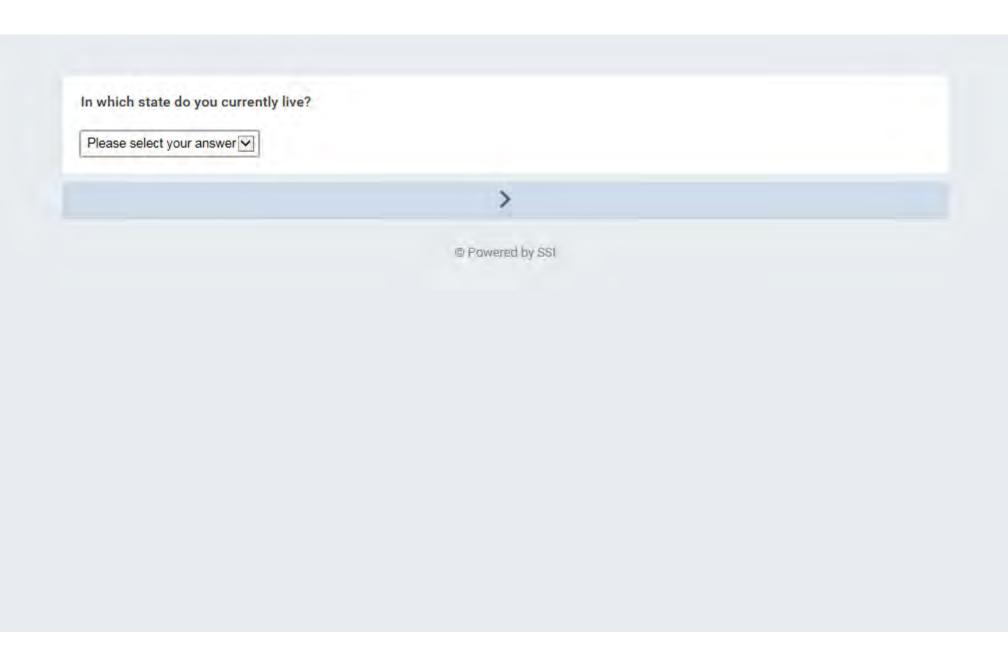
Desktop cor	mputer			
Laptop com	puter			
Tablet comp	outer			
Mobile phor	ne or cell phone			
Something 6	else (Please specify)	/		

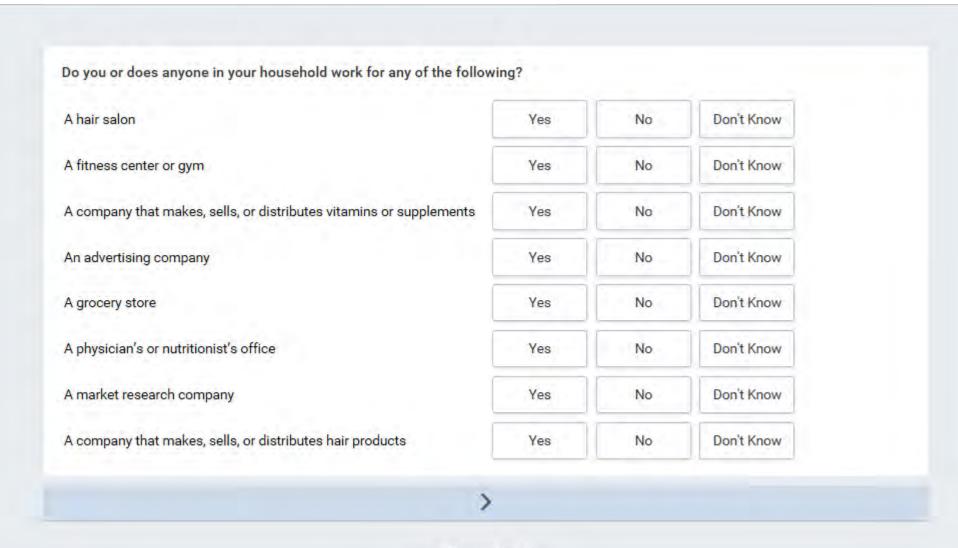
@ Powered by SSI

Are you	
Male	
Female	
	\$



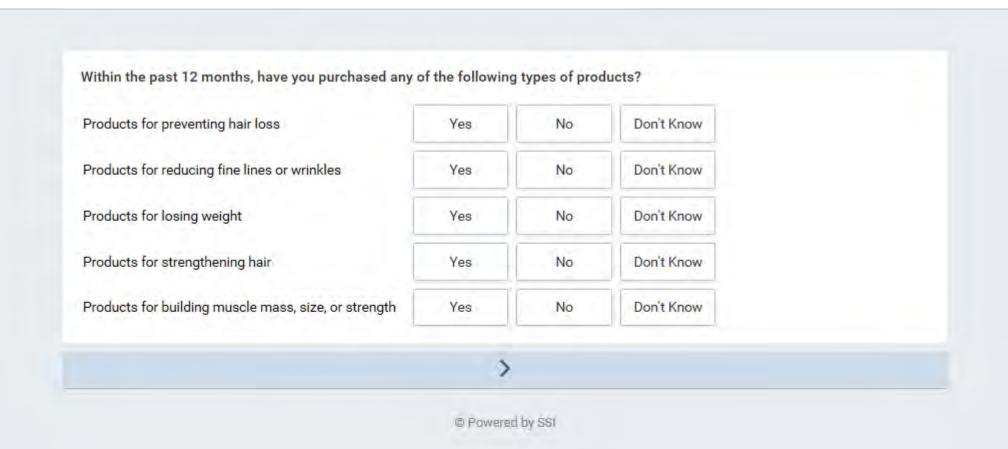
Note: Drop down box with ages up to 99 and a "Prefer not to answer" option.

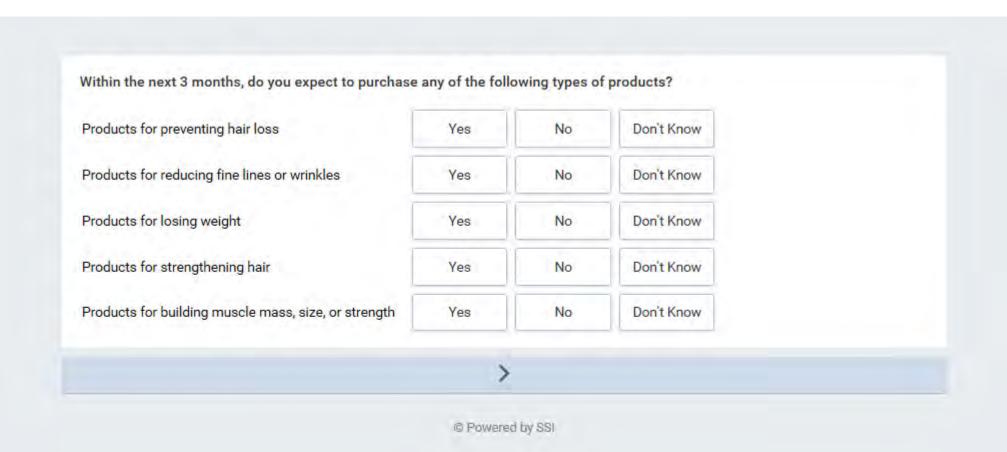




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Products for preventing hair loss	Yes	No	Don't Know
Products for reducing fine lines or wrinkles	Yes	No	Don't Know
Products for losing weight	Yes	No	Don't Know
Products for strengthening hair	Yes	No	Don't Know
Products for building muscle mass, size, or strength	Yes	No	Don't Know





Yes			
No			
Don't know			

We are interested in your honest opinions. There are no right or wrong answers to the questions in this survey. If, for any question, you don't know the answer or don't have an opinion, please feel free to choose the "Don't know/No opinion" option. Please do not guess.

Please click on the ">" button below once you are ready to continue.

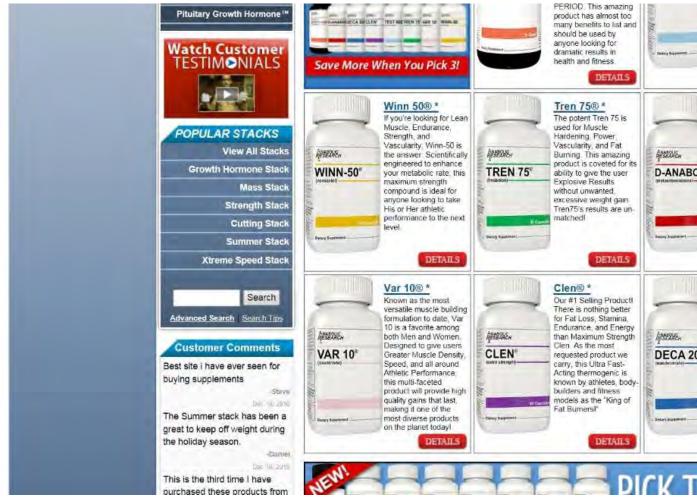
>

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Test Groups

Please look at the webpage below. Please look at this webpage as you normally would if you were considering making a purchase from this website. The webpage is a real page from an actual website, but the image is not a live page. If there are links that you are interested in clicking on, please do so. Some, but not all, of the links will open a new page. Take as much time as you would like and when you are finished, click ">" to continue. To ensure that you have enough time to review the webpage, the ">" button will appear after a short delay.



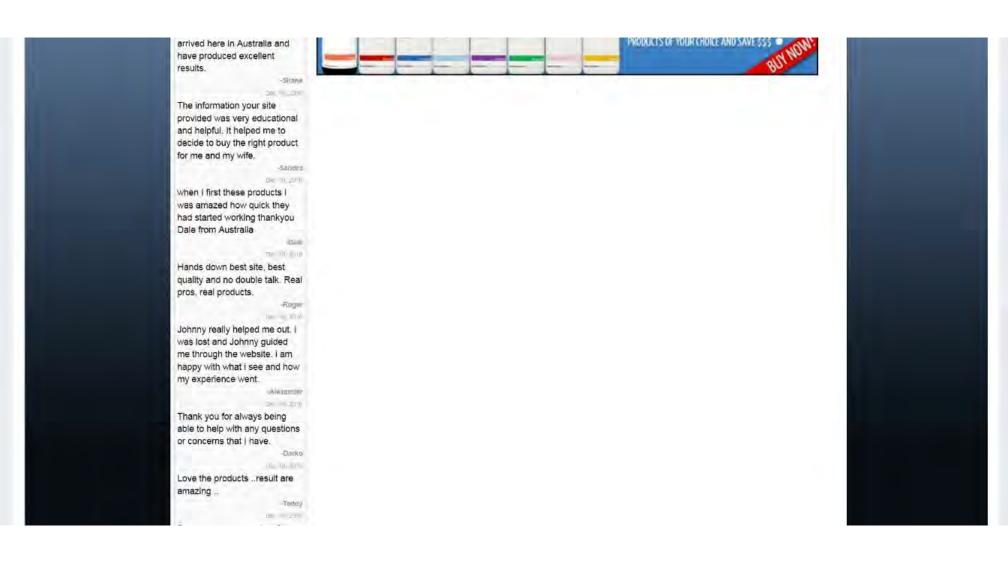


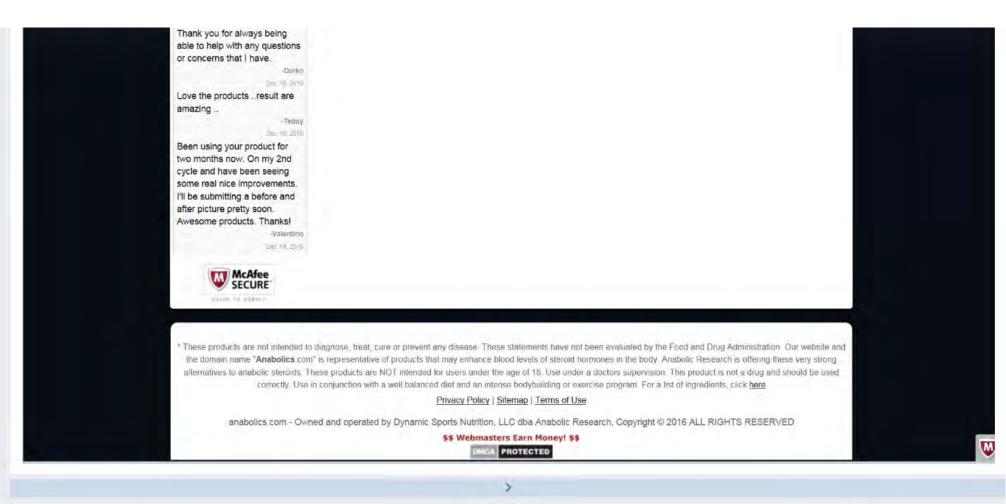


performance at almost

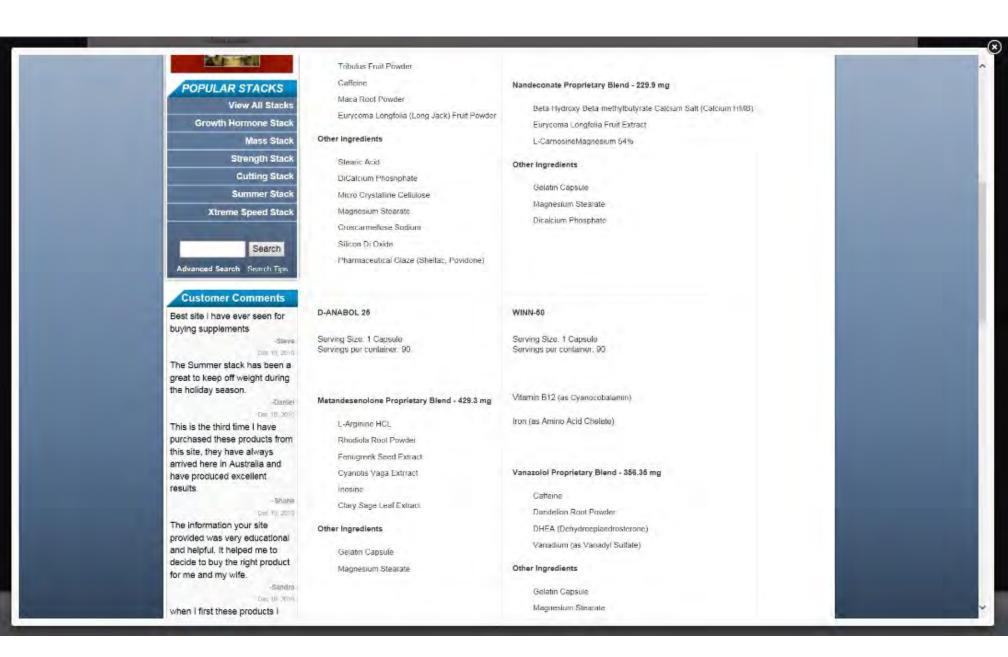
every level of physical

enhancement.

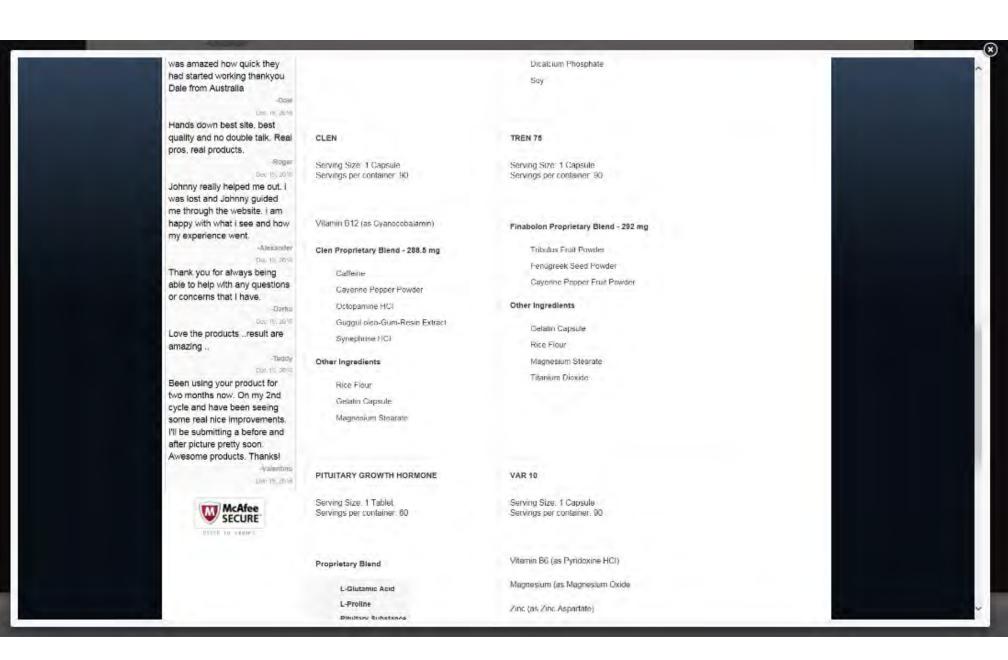


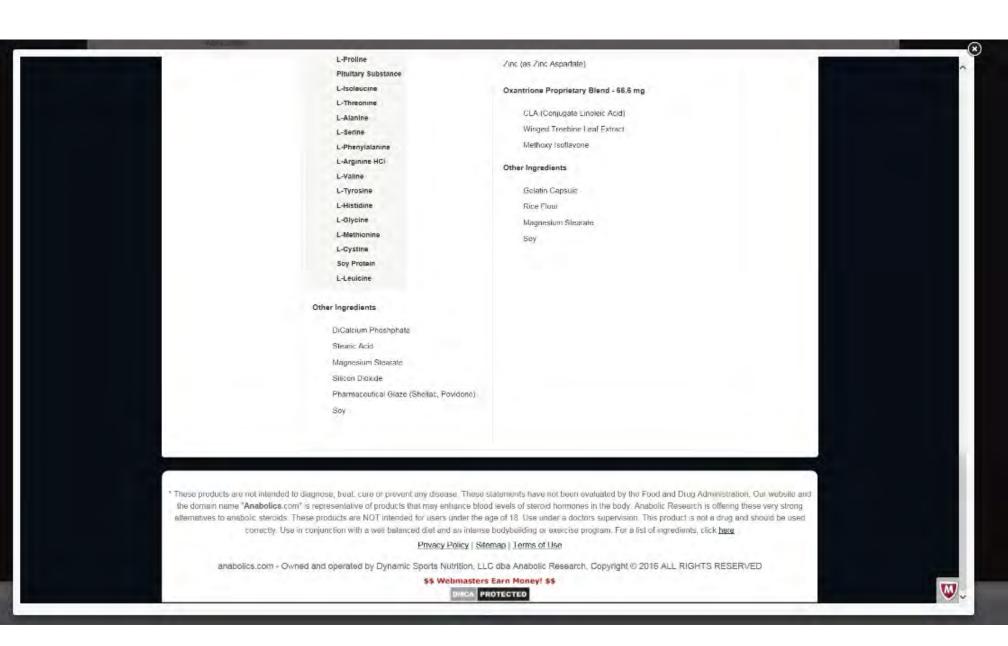






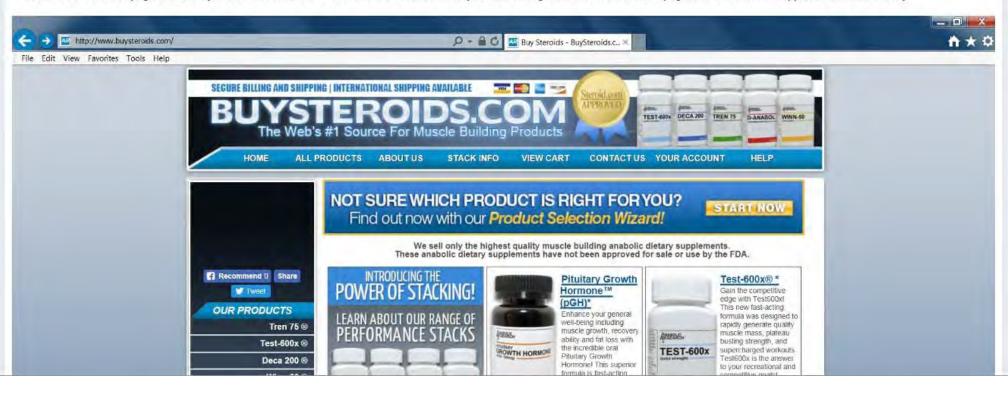
Note: If the respondent clicked on the ingredient link, a popup still image of the ingredient page appeared on the screen.





Were you able to see the webp	age clearly?	
Yes		
No		

Please look at the webpage below. Please look at this webpage as you normally would if you were considering making a purchase from this website. The webpage is a real page from an actual website, but the image is not a live page. If there are links that you are interested in clicking on, please do so. Some, but not all, of the links will open a new page. Take as much time as you would like to review the webpage and when you are finished, click ">" to continue. To ensure that you have enough time to review the webpage, the ">" button will appear after a short delay.





Buy Steroids

They are often misunderstood but due to the nature of effects and benefits millions worldwide buy steroids every day; an estimated 6 million Americans buy steroids every year and a multitude of millions more the world over. Anabolic steroid use is not something new, athletes have been supplementing with them regularly since the 1950's and heavily since the 1970's increasing every year. Even before the advent of true synthetic steroid use for hundreds of years athletes supplemented with testicular extract looking for an advantage and hundreds of years later nothing has changed; the advantage is still desired. The question remains, with the hoopla that surrounds them use continues to increase but for many where to buy steroids is as complicated as trying figure out how to build a refrigerator box that will fly to the moon. There are several options you have when it comes time to make a purchase and we will discuss them all but if you're looking for legal and powerful anabolic tools we highly recommend you click on the banner above.

Buy Steroids on the Black Market:

It is one of the most common avenues of anabolic androgenic steroid purchase and it is without question often the most dangerous. With more underground labs than we can count there is a lot of dirty gear, fake gear and underdosed gear on the black market; the majority of it is pure garbage. However, the prices are often so cheap compared to other avenues many risk the purchase only to be left disappointed in the end. Absolutely, there are some good sources on the black market who sell quality gear but the amount of poor sources is a plague. Further and this is beyond important, in countries such as the United States purchasing anabolic steroids on the black market is illegal; it doesn't matter if they're from an underground lab or a human grade source, in both cases it is illegal and serious consequences can occur if you <u>buy steroids</u> in this fashion.

Buy Steroids from your Doctor:

Many men who suffer from <u>low testosterone</u> legally buy steroids from their own doctor or a hormone replacement clinic every day. Granted, they will not be allowed to buy the amounts commonly associated with heavy performance enhancing but they will be receiving not only <u>legal anabolics</u> but clean and effective ones as well. Steroids such as testosterone of most forms, <u>Deca-Durabolin</u>. <u>Anavar and Winstrol</u> are common place as well as the powerful peptide hormone <u>Human Growth Hormone</u>. Yes, you will pay a far greater price in comparison to black market gear but you will be within the safety of the law and that makes this a very good deal indeed and one of the highest recommended outlets for those looking to *buy steroids*.

Buy Steroids at the Gym:

Many simply buy steroids from a friend at the gym; small steroid sales at most any gym are very common place but this does fall into the black market category in countries such as the U.S. As most of the gym sources are middle-men for middle-men the price is often very, very high. There are not too many steroid sources that sell openly in a gym, in most cases it's simply an individual who made a purchase from a source and is now reselling it to turn a small profit; It's not uncommon for this gear to change hands a multitude of times before it makes it to you and when it does you their own. However, to buy the ingredients you'll need such as raw steroid powder, this purchase will be just as illegal in the United States as actually buying ready to use anabolic hormones. Many people believe this rout is safer because you will not be dealing with a typical underground source and there is some truth to this assumption. Normally buying a little powder for your own personal use will go unnoticed and if you have the ability to make sterile gear you'll not only have a very cheaply obtained steroid but effective as well. Even so, you need to understand you are not safe by any means simply because you follow this protocol; if you are caught, even though you did not buy directly from a standard source you're going to be in more trouble than if you did. In countries such as the U.S. you can now be charged with manufacturing; a much more serious charge than simple possession. For this reason and while we will not recommend any illegal rout, when it comes time to buy steroids this may be one of the most dangerous avenues of all.

The Bottom Line:

There are a lot of options and each one we've discussed runs much deeper and in several different directions; it's unfortunate that buying cigarettes is a much simpler process than the desire to buy steroids is for the everyday guy. Even so, there are legal avenues, you can obtain quality and potent anabolic supplements as we have discussed; yes, you read that correctly, "Supplements" in-truth they are simply supplements we use to aid in what we're already doing right. If you are looking for a quality, legal, very powerful and effective anabolic supplement, visit the banner above. If you've never used an anabolic supplement before be prepared to be amazed! If increased strength, increased muscle mass, a ripped physique and simply a better overall physique is what you're after, you'll be hard pressed to find better anabolic supplements than in the banner above.

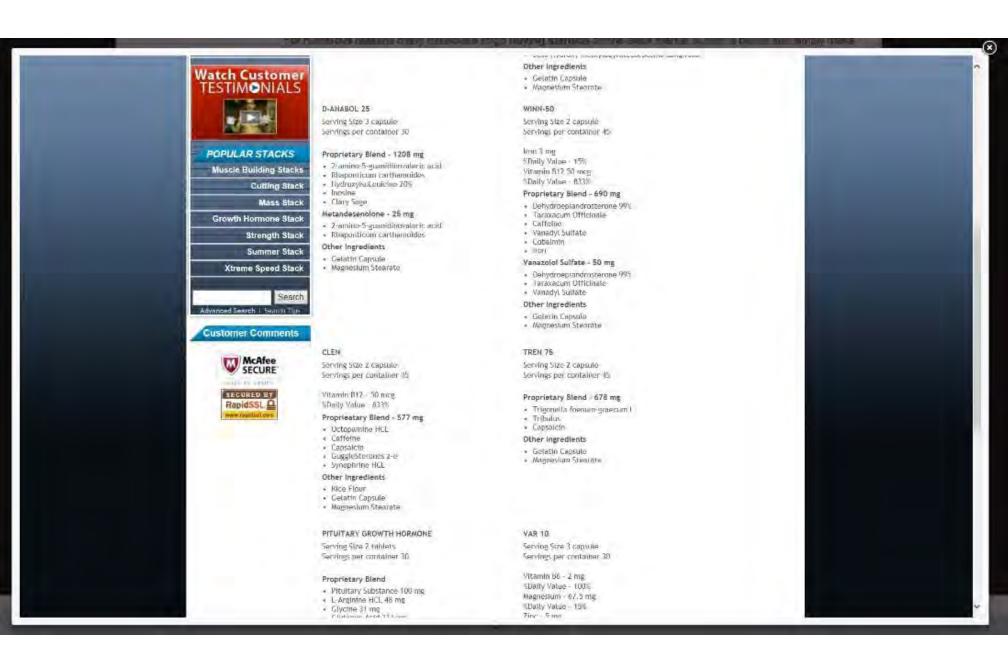
Regardless of your decision in-terms of where you make a purchase, if you decide to *buy steroids* you should consult with your doctor first to make sure you are healthy enough for use. Those who already suffer from high blood pressure or high cholesterol will need to remedy this problem before use begins as steroid use can exasperate it.

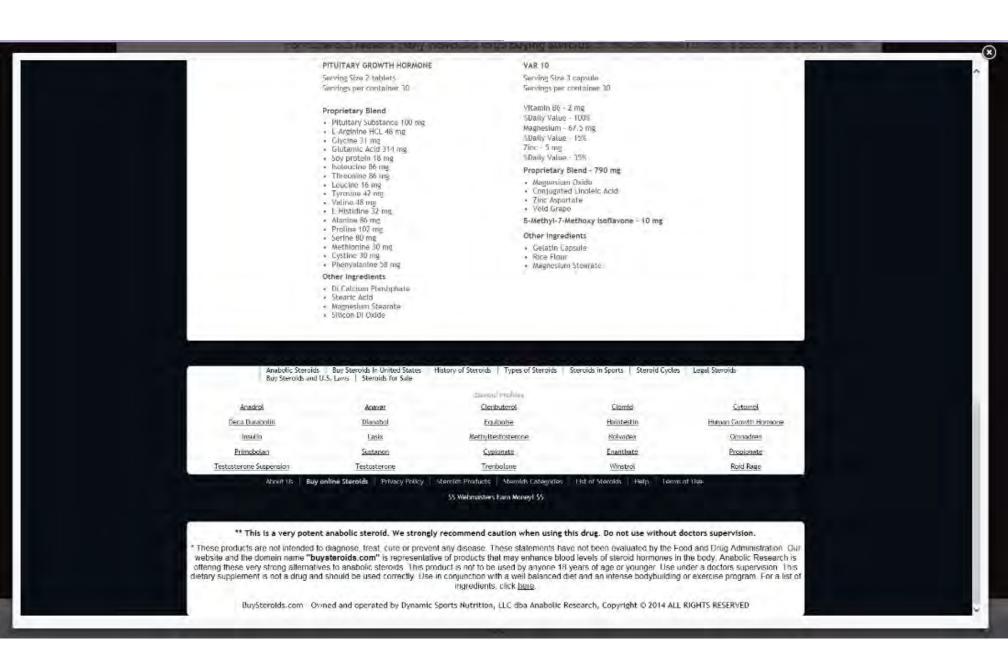
BuySteroids.com - Ov/ned and operated by Dynamic Sports Nutrition, LLC dba Anabolic Research, Copyright © 2014 ALL RIGHTS RESERVED

^{**} This is a very potent anabolic steroid. We strongly recommend caution when using this drug. Do not use without doctors supervision.

^{*} These products are not intended to diagnose, treat, cure or prevent any disease. These statements have not been evaluated by the Food and Drug Administration. Our website and the domain name "buysteroids.com" is representative of products that may enhance blood levels of steroid hormones in the body. Anabolic Research is offering these very strong alternatives to anabolic steroids. This product is not to be used by anyone 18 years of age or younger. Use under a doctors supervision. This dietary supplement is not a drug and should be used correctly. Use in conjunction with a well balanced diet and an intense bodybuilding or exercise program. For a list of ingredients, click here.







Were you able to see the webp	age clearly?	
Yes		
No		

Please look at the webpage below. Please look at this webpage as you normally would if you were considering making a purchase from this website. The webpage is a real page from an actual website, but the image is not a live page. If there are links that you are interested in clicking on, please do so. Some, but not all, of the links will open a new page. Take as much time as you would like to review the webpage and when you are finished, click ">" to continue. To ensure that you have enough time to review the webpage, the ">" button will appear after a short delay.

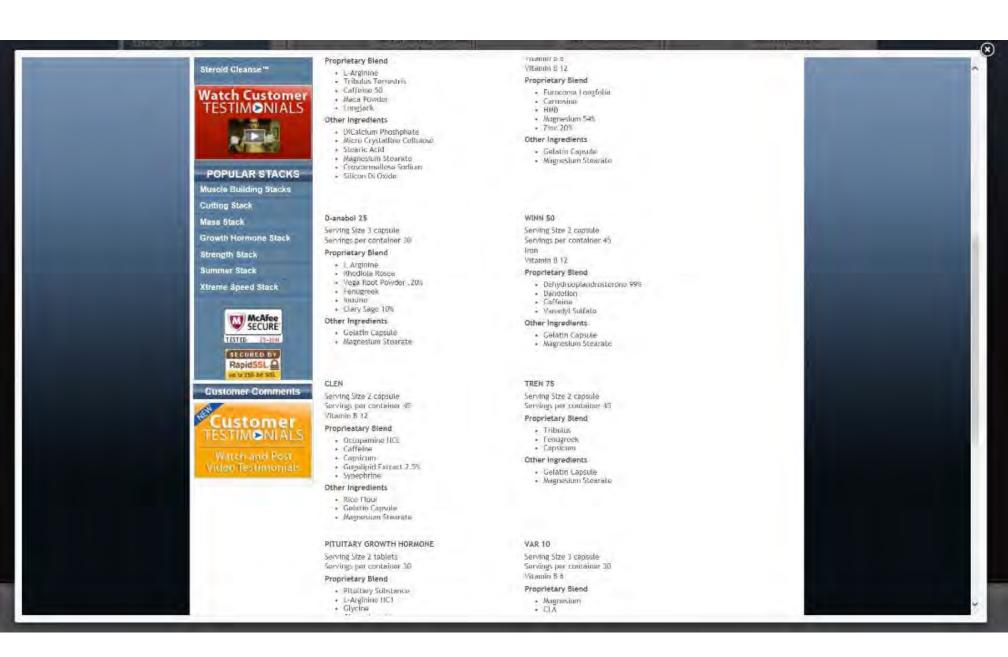


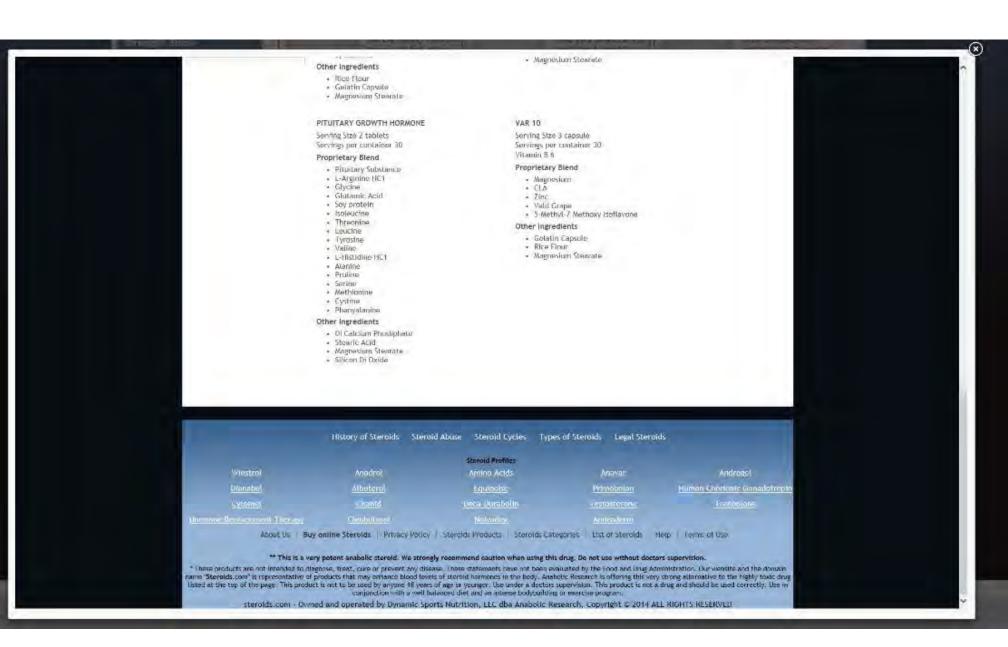










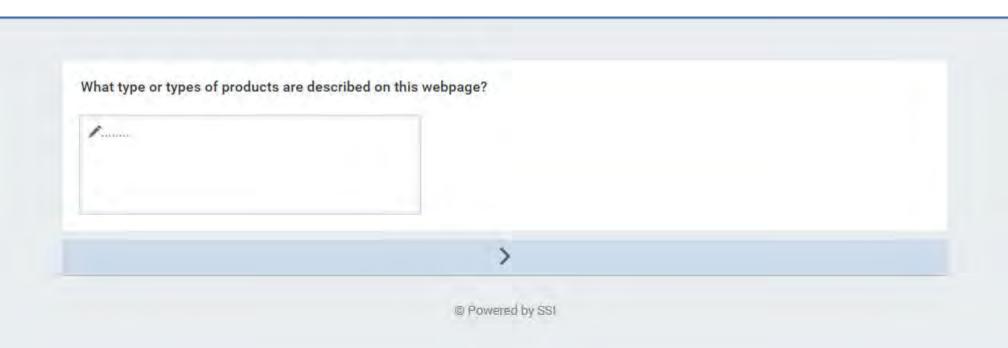


Vere you able to see the webpage	clearly?	
Yes		
No		

hat message or messages doe	s the webpage communicate to you?	
f		

	he webpage communicate to you?	
f		

Yes		
No		
Don't know/No opinion		



Now we are going to show you the webpage again, along with the webpages of four of the products shown on the website.

Please look at this webpage as you normally would if you were considering purchasing the product shown. The webpages are real pages from an actual website, but the images are not live pages. If there are links that you are interested in clicking on, please do so. Some, but not all, of the links will open a new page. Take as much time as you would like and when you are finished, click ">" to continue. To ensure that you have enough time to review the webpage, the ">" button will appear after a short delay.





Note: Only respondents in the Anabolics.com group saw product pages.



The information your site provided was very educational and helpful. It helped me to decide to buy the right product for me and my wife.

-Sandra Dec 18, 2018

when I first these products I was amazed how quick they had started working thankyou Dale from Australia

> -Dale Dec 19, 2016

Hands down best site, best quality and no double talk. Real pros, real products.

> -Roger Do 9, 2018

Johnny really helped me out. I was lost and Johnny guided me through the website. I am happy with what I see and how my experience went.

-Alexander Dec 19, 2016

Thank you for always being able to help with any questions or concerns that I have.

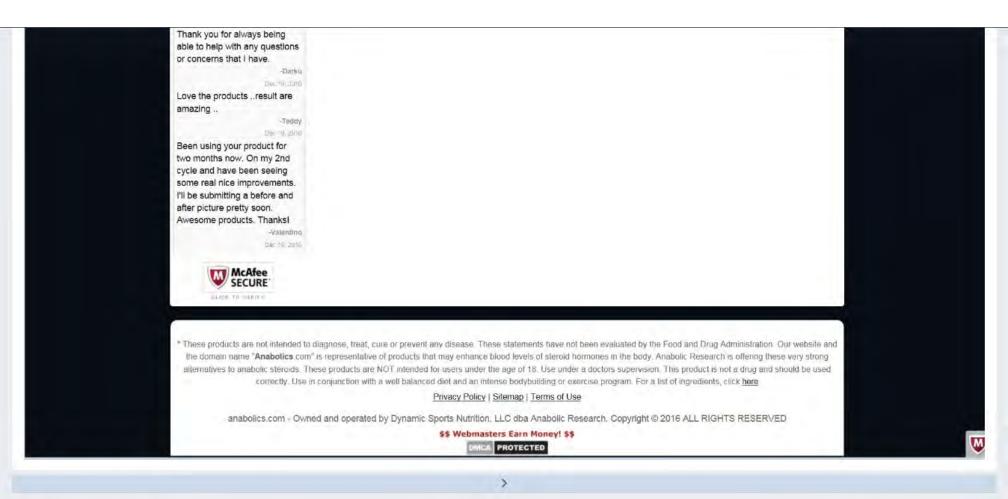
Dec 19, 2010

Love the products ..result are amazing ..

-Teddy Dec 19, 2016

Been using your product for two months now. On my 2nd cycle and have been seeing some real nice improvements. I'll be submitting a before and







Note: Only respondents in the Anabolics.com group saw product pages.



Customer Comments

Best site i have ever seen for buying supplements

> -Steve Dec 19, 2016

The Summer stack has been a great to keep off weight during the holiday season.

-Daniel Dec 19, 2018

This is the third time I have purchased these products from this site, they have always arrived here in Australia and have produced excellent results.

Dec 19, 2016

The information your site provided was very educational and helpful. It helped me to Clen® has been formulated with beta-2 receptor stimulation in mind and is designed to promote a simultaneously thermogenic and lipolysis effect. This action provides a significant metabolic boost and creates an internal environment that is perfect for fat loss. Not only does Clen® effectively help burn stubborn body fat, it can significantly reduce and help you control your hunger and cravings. A stronger and more powerful metabolism with more appetite control means one thing - Clen® will help you reach the lean physique you cravel

Surprisingly to some, Clen® is also a great tool for those who are looking to build up muscle mass or who are in what's commonly known as a "bulking phase." Gaining too much body fat is a common problem when bulking, but Clen® will help you control the unwanted fat gain so that your gains are of a higher quality. Athletes, be it high performance or endurance, will find Clen® to be invaluable as it has been designed to promote cardiovascular endurance and stamina, which means you will breath easier. All athletes from all walks of life will also find Clen® provides a significant boost of energy, which is always welcomed when training.

If you want to lose body fat, if you're looking to enhance your athletic performance or if you simply need a boost of energy or appetite control, you will find Clen® is the top choice to meet your needs. A highly effective product when used alone, the effects of Maximum Strength Clen® are a perfect addition to any performance stack

'Clen® was scientifically formulated to help:

Rapidly Remove Body Fat*

Efficiently Burn Fat Calories*

Stimulate Fat Cells to Enhance the Breakdown of Triglycerides*

Improve Stamina and Endurance*

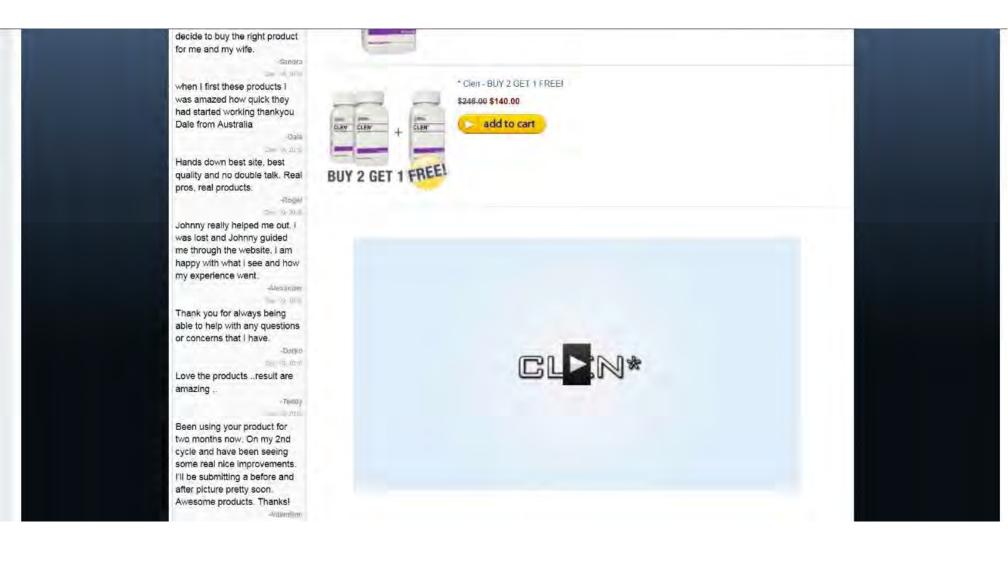
Safely and Substantially Reduce Appetite*

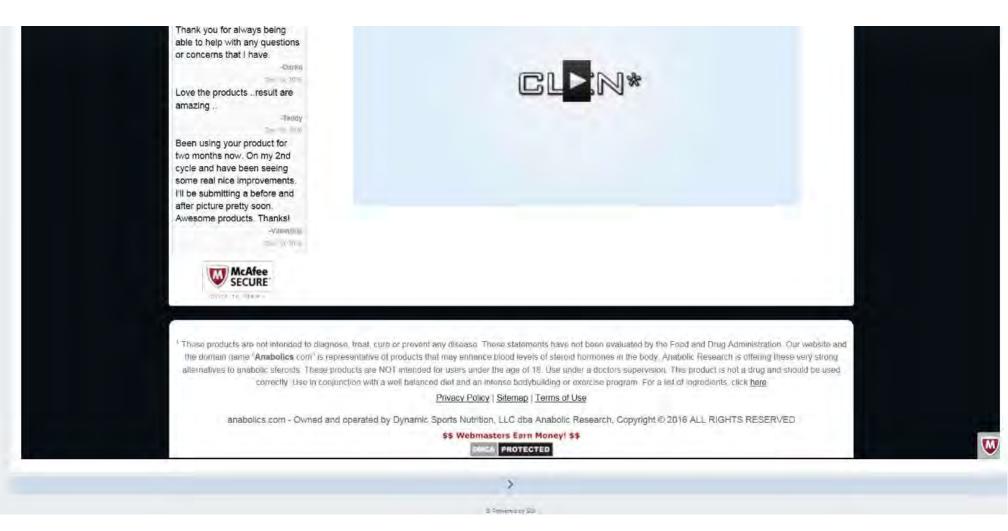
Directions For Use: This product contains 90 capsules and is designed to be a 30 day cycle. Take 1 capsule 3 times daily with 8 ounces of water. Doses should be spaced evenly throughout the day.

To view the list of ingredients for each product... click here



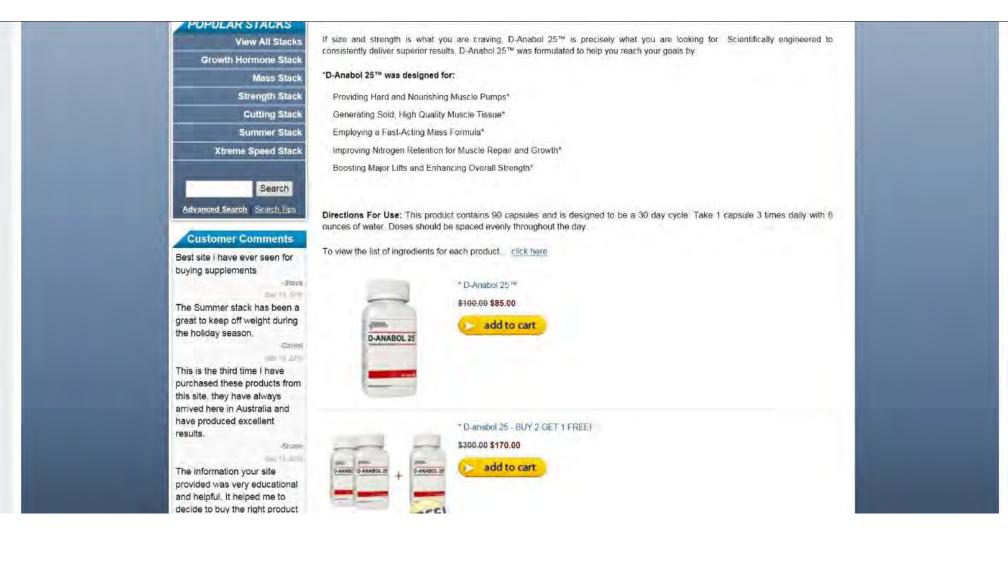
* Clen® \$82.00 \$70.00 add to cart

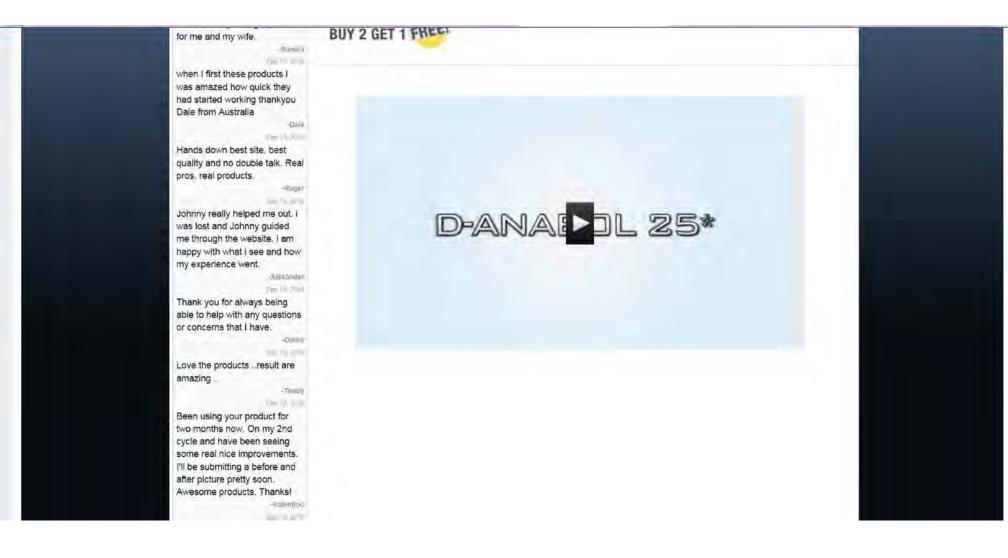


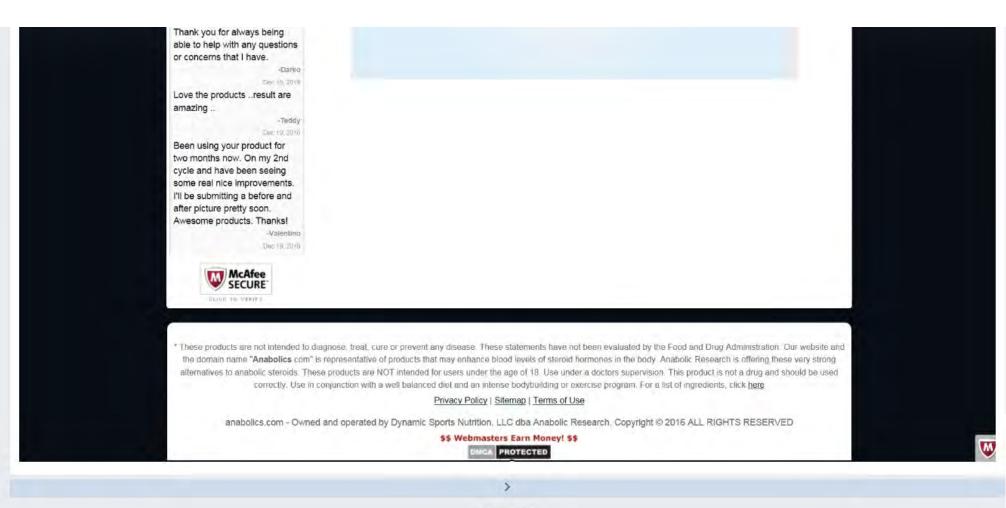




Note: Only respondents in the Anabolics.com group saw product pages.

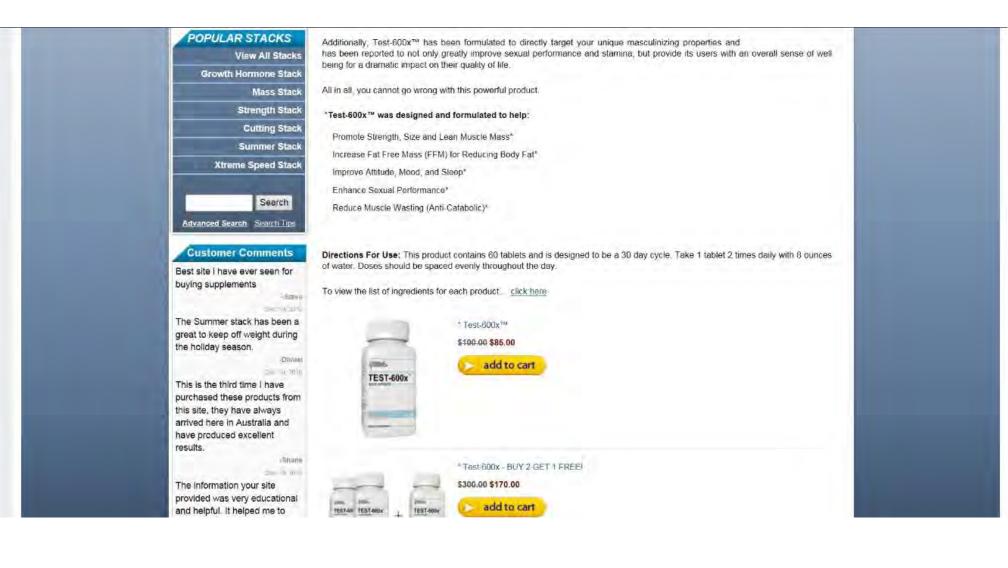




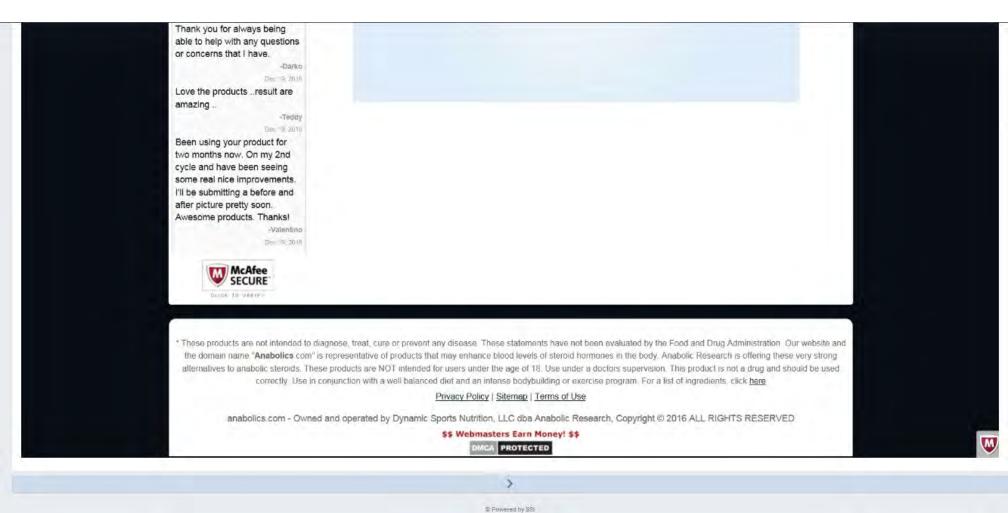




Note: Only respondents in the Anabolics.com group saw product pages.

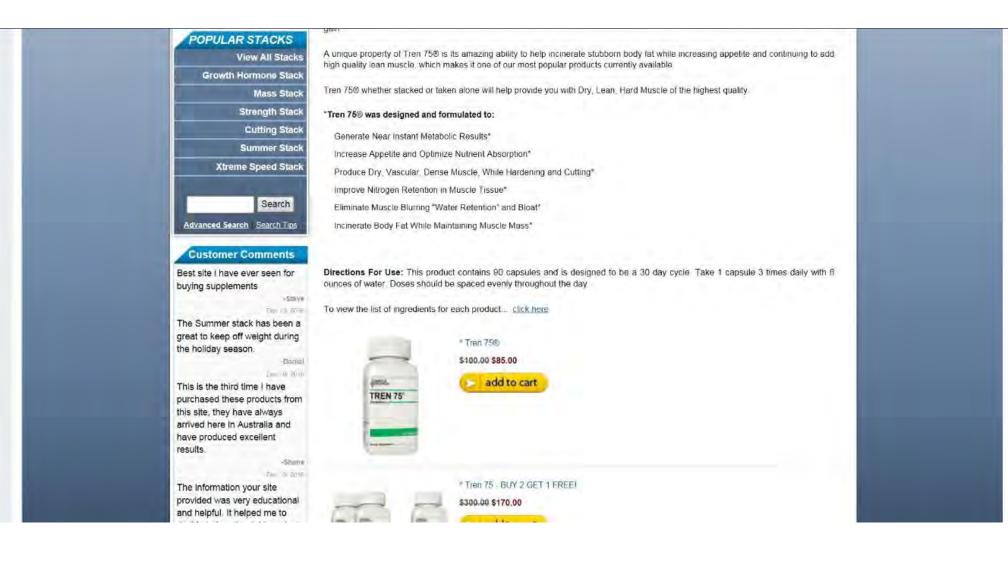


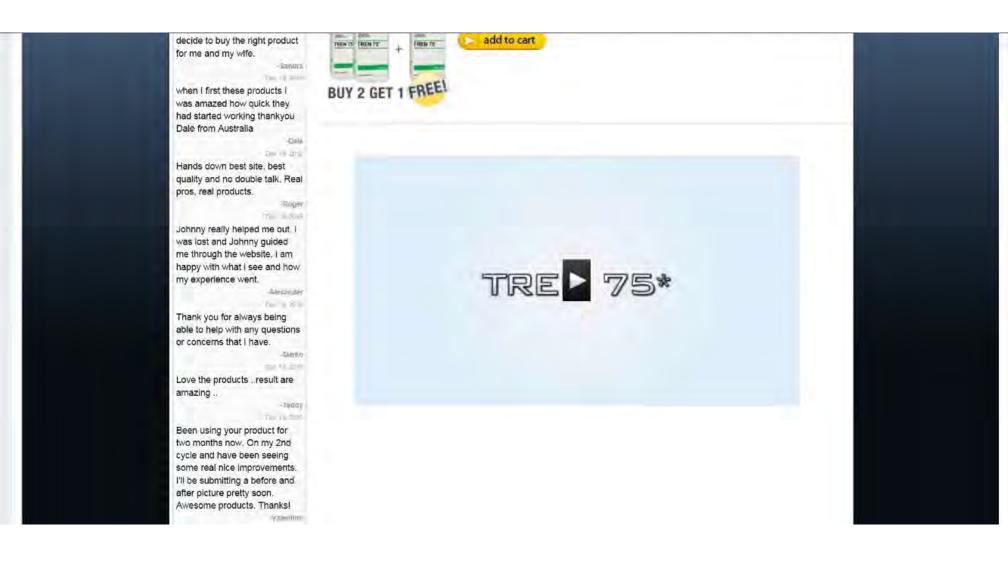


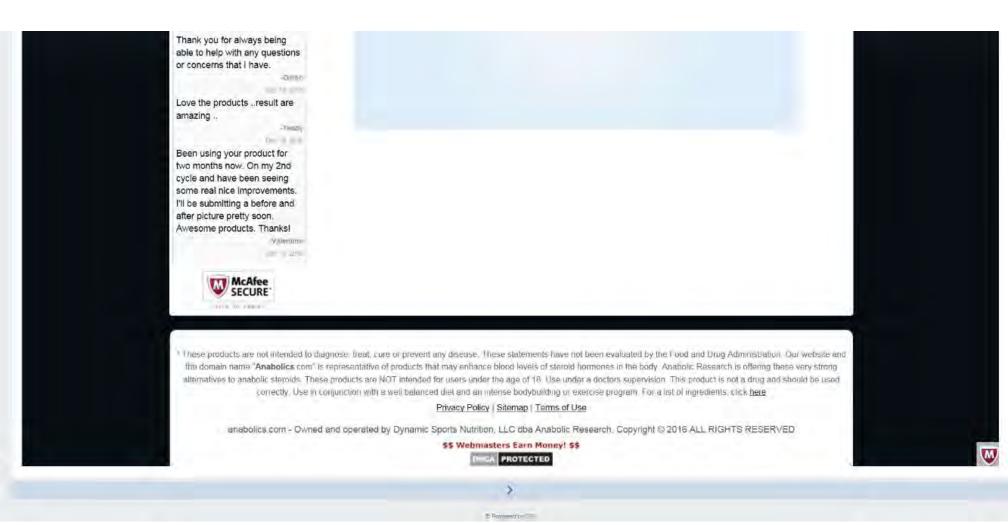




Note: Only respondents in the Anabolics.com group saw product pages.







Yes	
No	





an estimated 6 million Americans buy steroids every year and a multitude of millions more the world over. Anabolic steroid use is not something new, athletes have been supplementing with them regularly since the 1950's and heavily since the 1970's increasing every year. Even before the advent of true synthetic steroid use for hundreds of years athletes supplemented with testicular extract looking for an advantage and hundreds of years later nothing has changed; the advantage is still desired. The question remains, with the hoopla that surrounds them use continues to increase but for many where to buy steroids is as complicated as trying figure out how to build a refrigerator box that will fly to the moon. There are several options you have when it comes time to make a purchase and we will discuss them all but if you're looking for legal and powerful anabolic tools we highly recommend you click on the banner above.

Buy Steroids on the Black Market:

It is one of the most common avenues of anabolic androgenic steroid purchase and it is without question often the most dangerous. With more underground labs than we can count there is a lot of dirty gear, fake gear and underdosed gear on the black market; the majority of it is pure garbage. However, the prices are often so cheap compared to other avenues many risk the purchase only to be left disappointed in the end. Absolutely, there are some good sources on the black market who sell quality gear but the amount of poor sources is a plague. Further and this is beyond important, in countries such as the United States purchasing anabolic steroids on the black market is illegal; it doesn't matter if they're from an underground lab or a human grade source, in both cases it is illegal and serious consequences can occur if you buy steroids in this fashion.

Buy Steroids from your Doctor:

Many men who suffer from low testosterone legally buy steroids from their own doctor or a hormone replacement clinic every day. Granted, they will not be allowed to buy the amounts commonly associated with heavy performance enhancing but they will be receiving not only legal anabolics but clean and effective ones as well. Steroids such as testosterone of most forms, Deca-Durabolin, Anadrol, Anavar and Winstrol are common place as well as the powerful peptide hormone Human Growth Hormone. Yes, you will pay a far greater price in comparison to black market gear but you will be within the safety of the law and that makes this a very good deal indeed and one of the highest recommended outlets for those looking to buy steroids.

Buy Steroids at the Gym:

Many simply buy steroids from a friend at the gym; small steroid sales at most any gym are very common place but this does fall into the black market category in countries such as the U.S. As most of the gym sources are middle-men for middle-men the price is often very, very high. There are not too many steroid sources that sell openly in a gym, in most cases it's simply an individual who made a purchase from a source and is now reselling it to turn a small profit; it's not uncommon for this gear to change hands a multitude of times before it makes it to you and when it does you could pay 3-4 times the normal rate.

Making your own Steroids:

Making your own Steroids:

For numerous reasons many individuals forgo buying steroids on the black market or from a doctor and simply make their own. However, to buy the ingredients you'll need such as raw steroid powder, this purchase will be just as lilegal in the United States as actually buying ready to use anabolic hormones. Many people believe this rout is safer because you will not be dealing with a typical underground source and there is some truth to this assumption. Normally buying a little powder for your own personal use will go unnoticed and if you have the ability to make sterile gear you'll not only have a very cheaply obtained steroid but effective as well. Even so, you need to understand you are not safe by any means simply because you follow this protocol; if you are caught, even though you did not buy directly from a standard source you're going to be in more trouble than if you did. In countries such as the U.S. you can now be charged with manufacturing; a much more serious charge than simple possession. For this reason and while we will not recommend any illegal rout, when it comes time to buy steroids this may be one of the most dangerous avenues of all.

The Bottom Line:

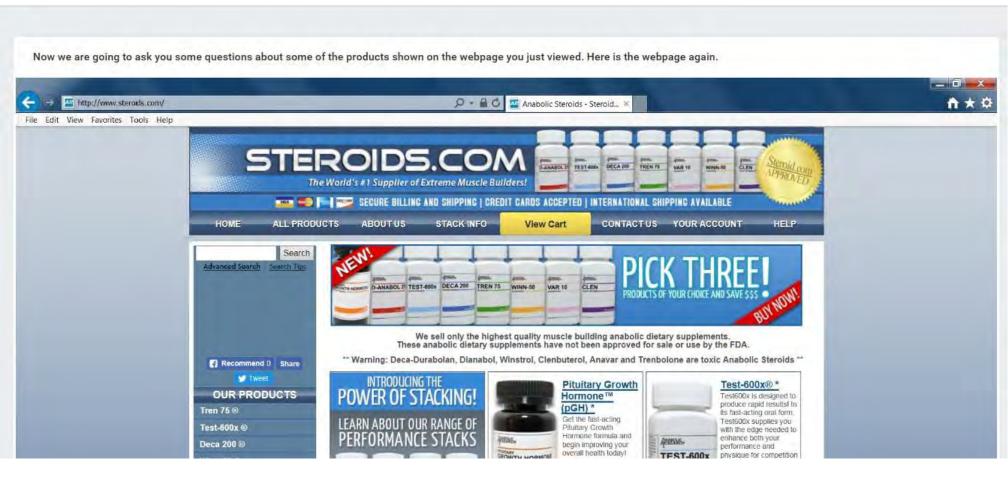
There are a lot of options and each one we've discussed runs much deeper and in several different directions; it's unfortunate that buying cigarettes is a much simpler process than the desire to buy steroids is for the everyday guy. Even so, there are legal avenues, you can obtain quality and potent anabolic supplements as we have discussed; yes, you read that correctly, "Supplements" in-truth they are simply supplements we use to aid in what we're already doing right. If you are looking for a quality, legal, very powerful and effective anabolic supplement, visit the banner above. If you've never used an anabolic supplement before be prepared to be amazed! If increased strength, increased muscle mass, a ripped physique and simply a better overall physique is what you're after, you'll be hard pressed to find better anabolic supplements than in the banner above.

Regardless of your decision in-terms of where you make a purchase, if you decide to *buy steroids* you should consult: with your doctor first to make sure you are healthy enough for use. Those who already suffer from high blood pressure or high cholesterol will need to remedy this problem before use begins as steroid use can exasperate it.

** This is a very potent anabolic steroid. We strongly recommend caution when using this drug. Do not use without doctors supervision.

* These products are not intended to diagnose, treat, cure or prevent any disease. These statements have not been evaluated by the Food and Drug Administration. Our website and the domain name "buysteroids.com" is representative of products that may enhance blood levels of steroid hormones in the body. Anabolic Research is offering these very strong alternatives to anabolic steroids. This product is not to be used by anyone 18 years of age or younger. Use under a doctors supervision. This dietary supplement is not a drug and should be used correctly. Use in conjunction with a well balanced diet and an intense bodybuilding or exercise program. For a list of ingredients, click here.

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elect all that apply		
erect all that apply		
	Click <u>here</u> to view the webpage again.	
Anabolic Steroid		
Herbal Supplement		
Vitamin		
Dietary Supplement		
Amino Acid		
None of these		
Other (Specify)		
Don't know/No opinion		

Note: Randomized order.

ased on your re	eview of the webpage you just viewed, which, if any, of the following do you think CLEN is?	
elect all that app	ply	
	Click <i>here</i> to view the webpage again.	
Vitamin		
Herbal Supplem	nent	
Dietary Supplen	nent	
Amino Acid		
Anabolic Steroi	d	
None of these		
Other (Specify)	I.m.	
Don't know/No	opinion	
	>	

Note: (1) Randomized order. (2) Same question as the previous slide; however, respondents in the BuySteroids.com and Steroids.com conditions saw the word webpage instead of webpages.

elect all that apply		
	Click <i>here</i> to view the webpage again.	
Anabolic Steroid		
Herbal Supplement		
Vitamin		
Dietary Supplement		
Amino Acid		
None of these		
Other (Specify)		
Don't know/No opinion		

Note: Randomized order.

ased on your re	eview of the webpage you just viewed, which, if any, of the following do you think D-ANABOL 25 is?	
elect all that ap	ply .	
	Click <i>here</i> to view the webpage again.	
Vitamin		
Herbal Supplem	nent	
Dietary Supplen	nent	
Amino Acid		
Anabolic Steroi	d	
None of these		
Other (Specify)	/	
Don't know/No	opinion	
	>	

Note: (1) Randomized order. (2) Same question as the previous slide; however, respondents in the BuySteroids.com and Steroids.com conditions saw the word webpage instead of webpages.

elect all that apply		
нестан шатарру		
	Click <u>here</u> to view the webpage again.	
Anabolic Steroid		
Herbal Supplement		
Vitamin		
Dietary Supplement		
Amino Acid		
None of these		
Other (Specify)		
Don't know/No opinion		

Note: Randomized order.

asea on your rev	iew of the webpage you just viewed, which, if any, of the following do you think TEST-600X is?
elect all that apply	
	Click <i>here</i> to view the webpage again.
Vitamin	
Herbal Suppleme	nt
Dietary Suppleme	nt
Amino Acid	
Anabolic Steroid	
None of these	
Other (Specify)	/
Don't know/No op	noinice
	>

Note: (1) Randomized order. (2) Same question as the previous slide; however, respondents in the BuySteroids.com and Steroids.com conditions saw the word webpage instead of webpages.

elect all that apply		
elect all triat apply		
	Click <u>here</u> to view the webpage again.	
Anabolic Steroid		
Herbal Supplement		
Vitamin		
Dietary Supplement		
Amino Acid		
None of these		
Other (Specify)		
Don't know/No opinion		

Note: Randomized order.

elect all that apply						
	Click he	re to view the	e webpage	aga <mark>i</mark> n.		
Vitamin						
Herbal Supplement						
Dietary Supplement						
Amino Acid						
Anabolic Steroid						
None of these						
Other (Specify)						
Don't know/No opinion						
		>				

Note: (1) Randomized order. (2) Same question as the previous slide; however, respondents in the BuySteroids.com and Steroids.com conditions saw the word webpage instead of webpages.

You mentioned that you thought CLEN is an anal Please be as specific and detailed as possible.	bolic steroid. What makes you say that?	
/		

ABOL 25 is an anabolic steroid. What makes you say that? esible.

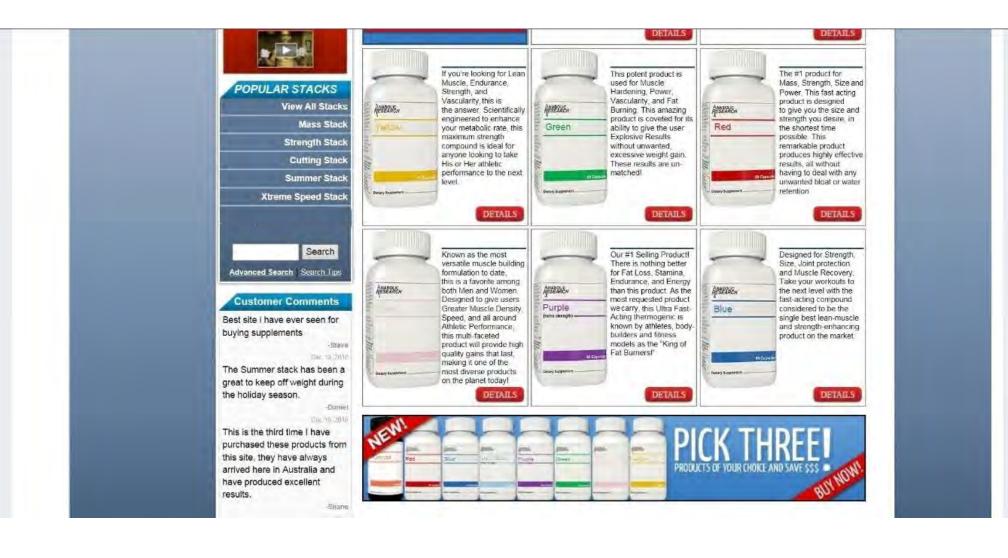
You mentioned that you though	TEST-600X is an anabolic steroid. What makes you say that?	
Please be as specific and detailed	as possible.	
/		
	- S	

ou mentioned that you thought? Please be as specific and detailed a	EN 75 is an anabolic steroid. What makes you say that?	
/		

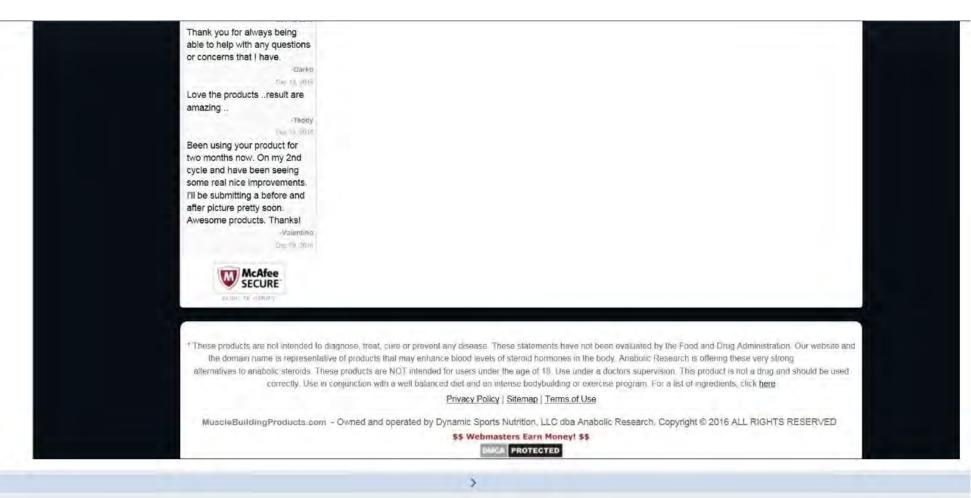
Control Group

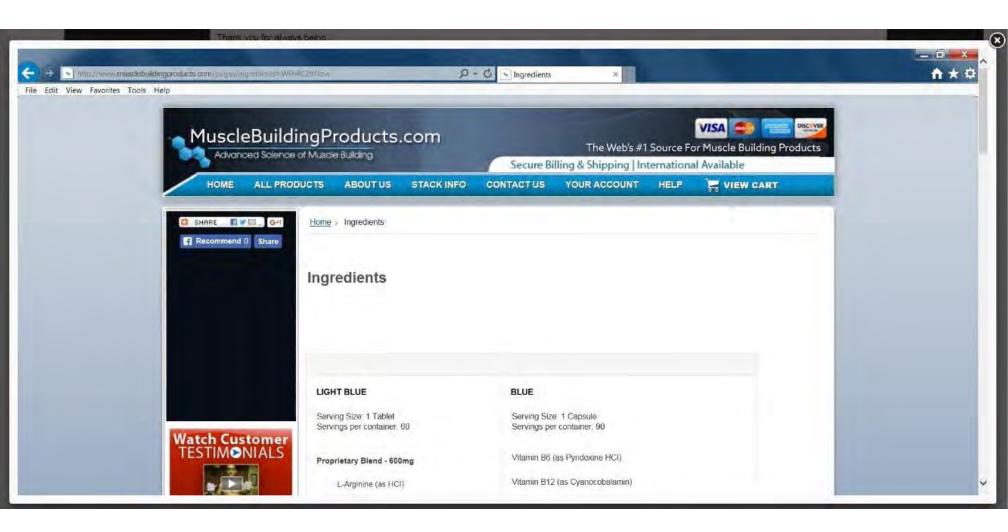
Please look at the webpage below. Please look at this webpage as you normally would if you were considering making a purchase from this website. The webpage is a real page from an actual website, but the image is not a live page. If there are links that you are interested in clicking on, please do so. Some, but not all, of the links will open a new page. Take as much time as you would like to review the webpage and when you are finished, click.">" to continue. To ensure that you have enough time to review the webpage, the ">" button will appear after a short delay.

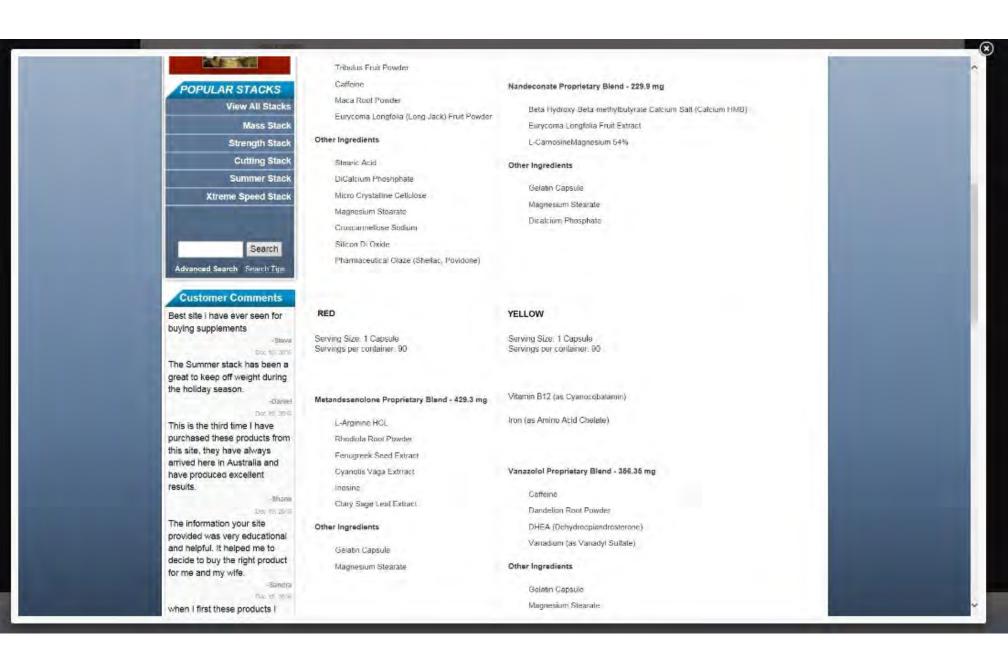


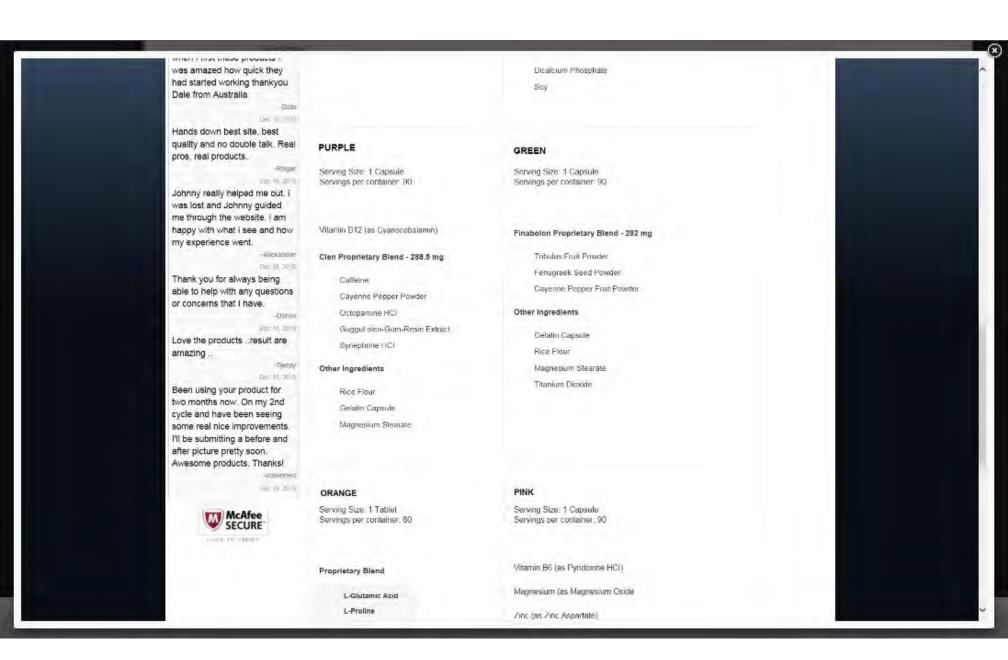












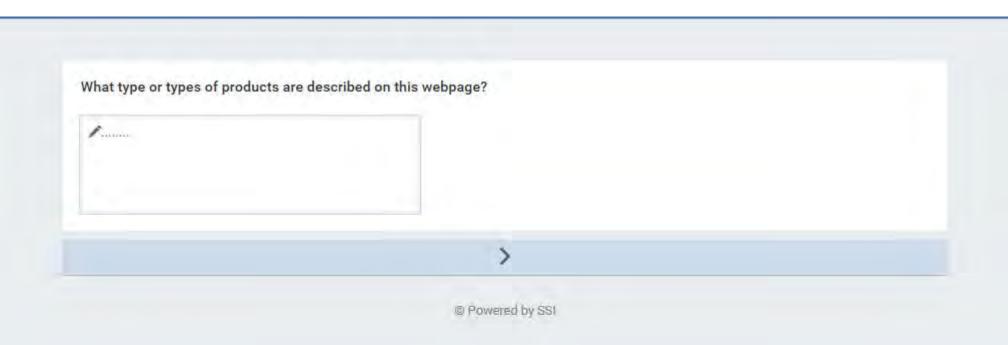


Were you able to see the webp	age clearly?	
Yes		
No		

nat message or messages does	the webpage communicate to you?	

,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	e webpage communicate to you?	
<i>F.</i>		

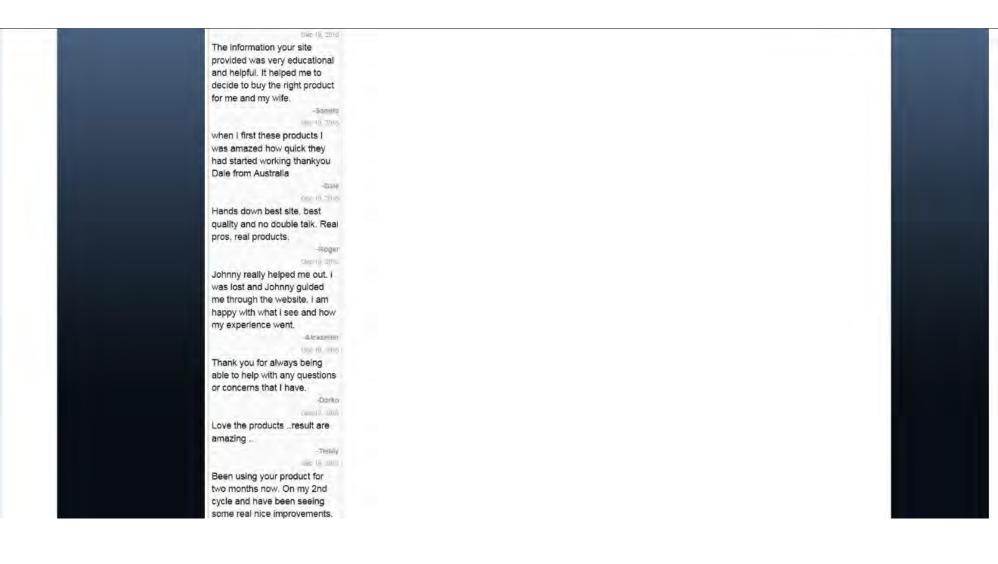
Yes	
No	
Don't know/No opinion	

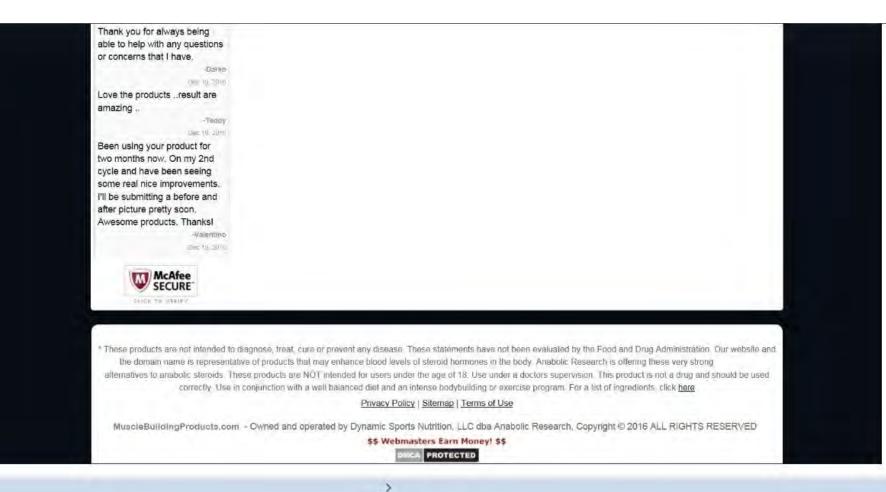


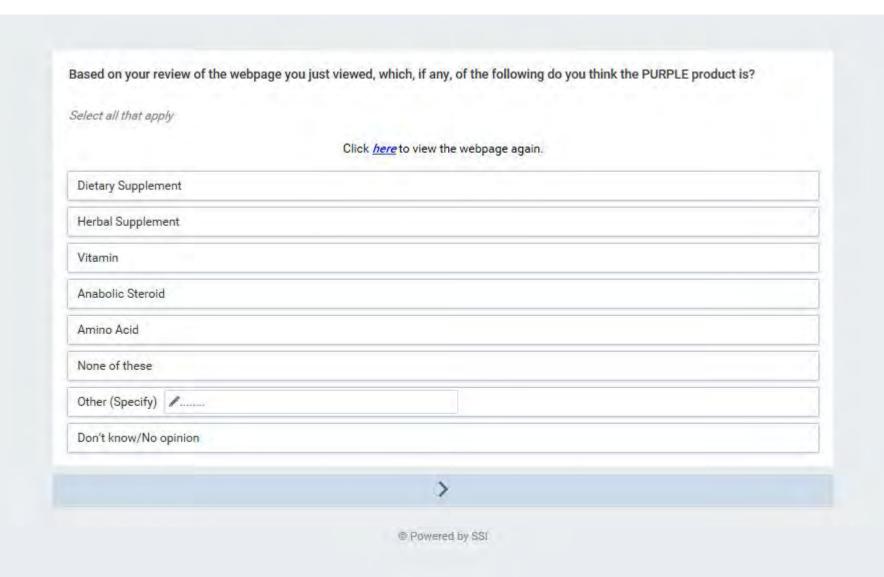
Now we are going to ask you some questions about some of the products shown on the webpage you just viewed. Here is the webpage again.

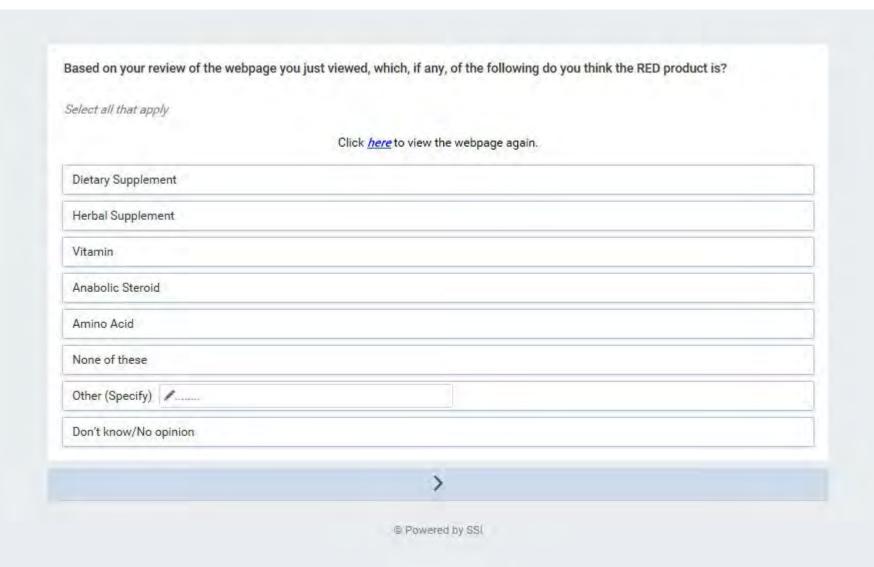




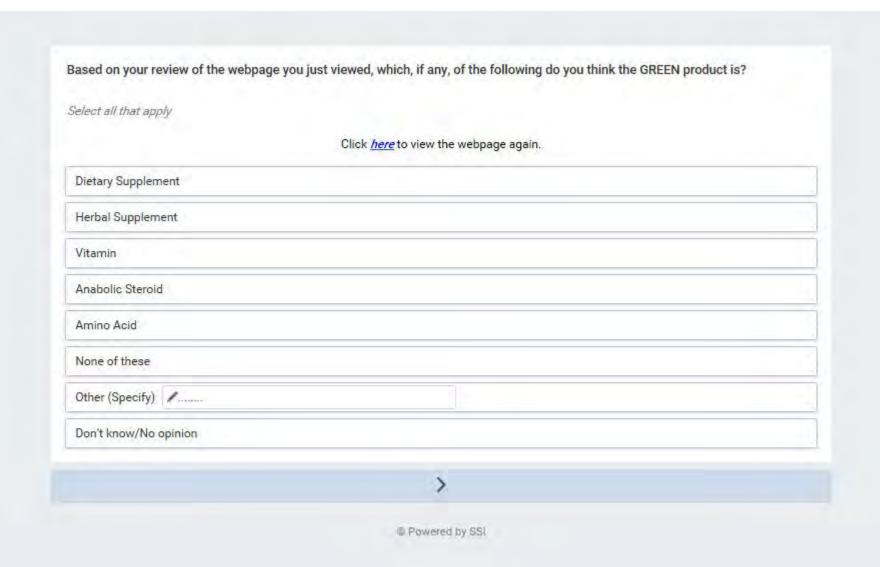








The state of the s	ou just viewed, which, if any, of the following do you think the LIGHT BLUE product i
elect all that apply	
	Click <u>here</u> to view the webpage again.
Dietary Supplement	
Herbal Supplement	
Vitamin	
Anabolic Steroid	
Amino Acid	
None of these	
Other (Specify)	
Don't know/No opinion	
	>



		oid. What makes you s	
	_		
10	l detailed as possible.	detailed as possible.	detailed as possible.

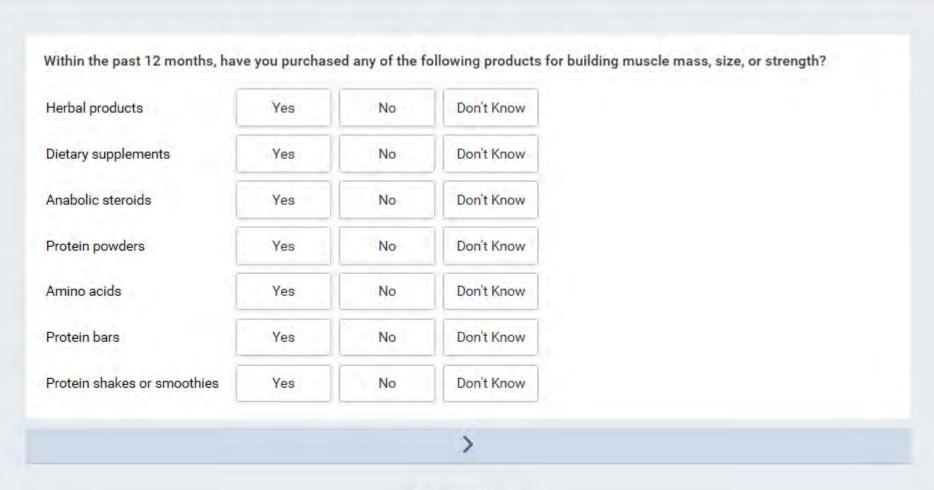
You mentioned that you thought the RED pro Please be as specific and detailed as possible.	duct is an anabolic steroid. What makes you say that?	
/		

You mentioned that you thought the L	GHT BLUE product is an anabolic steroid. What makes you say that?	
Please be as specific and detailed as po-	ssible.	
/		
	>	

med that you thought the officer pr	roduct is an anabolic steroid. W	/hat makes you say that?	
s specific and detailed as possible.			



extremely Important	
ery Important	
Somewhat Important	
lot at all Important	
Oon't know/Not sure	



strength?	223,000			roducts for building muscle mass, si
Herbal products	Yes	No	Don't Know	
Dietary supplements	Yes	No	Don't Know	
Anabolic steroids	Yes	No	Don't Know	
Protein powders	Yes	No	Don't Know	
Amino acids	Yes	No	Don't Know	
Protein bars	Yes	No	Don't Know	
Protein shakes or smoothies	Yes	No	Don't Know	

it any time during this survey,	lid you open any other windows or tabs on this computer?	
Yes		
No		

At any time during this surve	y, did you use any other computer?	
Yes		
No		

t any time during this survey,	d you look at or use any hand-held electronic device, such as a cell phone or tablet computer
Yes	
No	
	>

/es	
No	

Yes	
No	

Yes	
No	

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Exhibit H Survey 2 Questionnaire

DIETARY SUPPLEMENT PRODUCT SURVEY

[PROGRAMMER NOTES IN BOLD CAPS AND BRACKETS]

[DO NOT ALLOW ROUTED SURVEY TRAFFIC]

[PROGRAMMER: DISABLE RESUME LATER BUTTON FOR ENTIRE SURVEY]

[PROGRAMMER: DISABLE BACK BUTTON FOR ENTIRE SURVEY]

[EACH QUESTION APPEARS ON INDIVIDUAL PAGE]

[DIGITAL FINGERPRINTING SHOULD BE USED TO AVOID REPEAT PARTICIPATION]

[PLEASE CONFIRM THAT THIS SURVEY WILL ONLY BE SHOWN ON LAPTOP, TABLET OR DESKTOP COMPUTERS (NOT CELL PHONES)]

[IF DEVICE IS DETECTED AS MOBILE PHONE, TERM.]

INTRODUCTION

Thank you for your willingness to participate in our study. The responses you give to our questions are very important to us. If you don't know an answer to a question or if you don't have an opinion, please indicate this in your response.

During the survey, please do not use your browser's *FORWARD* and *BACK* buttons. Instead, please always use the button below to move through the survey.

Simply click on the ">" button at the bottom of the page to begin the survey.

[DISPLAY ON NEW PAGE]

Before continuing with this survey, please carefully read these instructions:

- Please take the survey in one session.
- While completing this survey, please do <u>not</u> visit any other websites or refer to any outside websites for help in answering the survey questions.
- While completing this survey, please do <u>not</u> open any other windows or tabs on this computer or any other computer.
- While taking this survey, please do <u>not</u> use any hand-held electronic device, such as a cell phone.
- Please do not view any other written material while taking this survey.
- Please do not ask anyone else for help in answering the survey questions.
- S1. Please enter the code exactly as it appears in the image below, and then click ">" to continue.

[INSERT CAPTCHA CENTERED ON PAGE]

[ALLOW THREE TRYS. IN ERROR MESSAGE, MENTION TEXT IS CASE SENSITIVE]
[TERMINATE IF CAPTCHA INPUTTED VS. WHAT IS DISPLAYED IS INCORRECT]

- S2. What type of device are you using to complete this survey?
 - 1. Desktop computer
 - 2. Laptop computer
 - 3. Tablet computer
 - 4. Mobile phone or cell phone [TERMINATE]
 - 5. Something else (Please specify) [TERMINATE]

[TERMINATE IF DETECTED DEVICE IS DESKTOP/LAPTOP/TABLET AND THEY SELECT MOBILE PHONE OR CELL PHONE (S2=4) OR SOMETHING ELSE (S2=5).]

- S3. Are you.....
 - 1. Male
 - 2. Female

[TERMINATE IF GENDER DOES NOT MATCH PANEL DATA]

S4. Please select your age.

[AGE DROP DOWN]

[TERMINATE IF AGE DOES NOT MATCH PANEL DATA. TERMINATE IF UNDER 18.]

[PROGRAMMER: INCLUDE HIDDEN VARIABLE CAPTURING AGE CATEGORY: 18-34, 35-49, 50-64, AND 65+.]

S5. In which state do you currently live?

[INSERT DROP DOWN BOX WITH LIST OF STATES, INCLUDE DC AND "Outside of United States"]

[TERMINATE IF OUTSIDE US]

[PROGRAMMER: INCLUDE HIDDEN VARIABLE CAPTURING REGION CATEGORY: Northeast, Midwest, South, West, Not in US]

S6. Do you or does anyone in your household work for any of the following?

[RANDOMIZE ORDER]

	Yes	No	Don't Know
An advertising company	TERMINATE		TERMINATE
A market research company	TERMINATE		TERMINATE
A hair salon			
A fitness center or gym	TERMINATE		TERMINATE
A physician's or nutritionist's office	TERMINATE		TERMINATE
A company that makes, sells, or distributes vitamins or supplements	TERMINATE		TERMINATE
A company that makes, sells, or distributes hair products			
A grocery store			

S7. Please indicate which, if any, of the following you have taken a survey about in the last six months.

[RANDOMIZE ORDER]

	Yes	No	Don't Know
Products for building muscle mass, size, or strength	TERMINATE		TERMINATE
Products for losing weight			
Products for reducing fine lines or wrinkles			
Products for strengthening hair			
Products for preventing hair loss			

S8. Within the past 12 months, have you purchased any of the following types of products? **[RANDOMIZE ORDER]**

	Yes	No	Don't Know
Products for building muscle mass, size, or strength			
Products for losing weight			
Products for reducing fine lines or wrinkles			
Products for strengthening hair			
Products for preventing hair loss			

S9. Within the next 3 months, do you expect to purchase any of the following types of products? **[RANDOMIZE ORDER]**

	Yes	No	Don't Know
Products for building muscle mass, size, or strength			
Products for losing weight			
Products for reducing fine lines or wrinkles			
Products for strengthening hair			
Products for preventing hair loss	_		

TO CONTINUE, RESPONDENT MUST HAVE PURCHASED OR EXPECT TO PURCHASE PRODUCTS FOR BUILDING MUSCLE MASS, SIZE, OR STRENGTH.

[IF S8="Yes" for products for building muscle mass, size, or strength, ASK S10]

- S10. In the past 12 months, have you visited or shopped on any websites that sell products for building muscle mass, size, or strength?
 - 1. Yes
 - 2. No
 - 3. Don't Know

MAIN SURVEY

We are interested in your honest opinions. There are no right or wrong answers to the questions in this survey. If, for any question, you don't know the answer or don't have an opinion, please feel free to choose the "Don't know/No opinion" option. Please do not guess.

Please click on the ">" button below once you are ready to continue.

[NEW SCREEN]

Please look at the webpage below. Please look at this webpage as you normally would if you were considering making a purchase from this website. The webpage is a real page from an actual website, but the image is not a live page. If there are links that you are interested in clicking on, please do so. Some, but not all, of the links will open a new page. Take as much time as you would like to review the webpage and when you are finished, click ">" to continue. To ensure that you have enough time to review the webpage, the ">" button will appear after a short delay.

DO NOT DISPLAY. PROGRAMMING INSTRUCTIONS ONLY

CREATE HIDDEN VARIABLE "GROUP"

[DATA ONLY, RANDOMLY ASSIGN RESPONDENTS TO GROUP 1 OR GROUP 2]

- 1 GROUP 1: Anabolics.com
- 2 GROUP 2: MuscleBuildingProducts.com

DISPLAY WEBPAGE A

[DO NOT ENABLE CONTINUE BUTTON FOR 20 SECONDS] [TRACK HOW MANY SECONDS RESPONDENT SPENDS ON EACH PAGE]

- 1. Were you able to see the webpage clearly?
 - 1. Yes
 - 2. No **[TERMINATE]**

Now we are going to show you the webpage of one of the products shown on the website. Please look at this webpage as you normally would if you were considering purchasing the product shown. If there are links that you are interested in clicking on, please do so. Some, but not all, of the links will open a new page. Take as much time as you would like and when you are finished, click ">" to continue.

DO NOT DISPLAY. PROGRAMMING INSTRUCTIONS ONLY

CREATE HIDDEN VARIABLE "PRODUCT" RANDOMLY ASSIGN GROUP 1 RESPONDENTS TO PRODUCTS 1-4. RANDOMLY ASSIGN GROUP 2 RESPONDENTS TO PRODUCTS 5-8

- 1 PRODUCT 1: CLEN
- 2 PRODUCT 2: D-ANABOL 25
- 3 PRODUCT 3: TEST 600x
- 4 PRODUCT 4: TREN 75
- 5 PRODUCT 5: CLEN CONTROL
- 6 PRODUCT 6: D-ANABOL 25 CONTROL
- 7 PRODUCT 7: TEST 600X CONTROL
- 8 PRODUCT 8: TREN 75 CONTROL

DISPLAY WEBPAGE B

[FOR WEBPAGE B, DO NOT ENABLE CONTINUE BUTTON FOR 20 SECONDS] [TRACK HOW MANY SECONDS RESPONDENT SPENDS ON EACH PAGE]

- 2. Were you able to see the webpage clearly?
 - 3. Yes
 - 4. No **[TERMINATE]**
- 3. What is the name of the product you reviewed on the second webpage you viewed? [RANDOMIZE LIST]
 - 1. Clen
 - 2. D-Anabol 25
 - 3. Test 600x
 - 4. Tren 75
 - 5. Other (Please Specify)
 - 6. Don't know/No opinion
- 4. What does the webpage convey about [INSERT PRODUCT NAME]? [IF Q3 DOES NOT MATCH PRODUCT VARIABLE, DISPLAY "this product" INSTEAD OF PRODUCT NAME] [LARGE TEXT BOX]
- 5. What else, if anything, did the webpage convey about [INSERT PRODUCT NAME]? [IF Q3 DOES NOT MATCH PRODUCT VARIABLE, DISPLAY "this product" INSTEAD OF PRODUCT NAME] [LARGE TEXT BOX]

QUESTIONS ABOUT INDIVIDUAL PRODUCTS

[RANDOMIZE ORDER OF Q6 –Q11 SERIES]

6. Based on your review of this product's webpage, do you think this product....

[ROTATE RESPONSE OPTIONS 1 AND 2]

- 1. Would increase flexibility
- 2. Would not increase flexibility
- 3. There is not enough information to determine whether or not this product would increase flexibility
- 4. Don't know/ no opinion

[ASK IF Q6=1 OR Q6=2]

6a. What makes you say that?

[ASK Q7 IF GROUP=1, 3, 4, 5, 7, OR 8]

7. Based on your review of this product's webpage, do you think this product....

[ROTATE RESPONSE OPTIONS 1 AND 2]

- 1. Would reduce body fat
- 2. Would not reduce body fat
- 3. There is not enough information to determine whether or not this product would reduce body fat
- 4. Don't know/ no opinion

[ASK IF Q7=1 OR Q7=2]

7a. What makes you say that?

[ASK Q8 IF GROUP=2, 3, 4, 6, 7, OR 8]

8. Based on your review of this product's webpage, do you think this product....

[ROTATE RESPONSE OPTIONS 1 AND 2]

- 1. Would increase muscle size
- 2. Would not increase muscle size
- 3. There is not enough information to determine whether or not this product would increase muscle size
- 4. Don't know/ no opinion

[ASK IF O8=1 OR O8=2]

8a. What makes you say that?

[ASK Q9 IF GROUP=2, 3, 6,OR 7]

9. Based on your review of this product's webpage, do you think this product....

[ROTATE RESPONSE OPTIONS 1 AND 2]

- 1. Would increase strength
- 2. Would not increase strength
- 3. There is not enough information to determine whether or not this product would increase strength
- 4. Don't know/ no opinion

[ASK IF Q9=1 OR Q9=2]

9a. What makes you say that?

[ASK Q10 IF GROUP=3 OR 7]

10. Based on your review of this product's webpage, do you think this product....

[ROTATE RESPONSE OPTIONS 1 AND 2]

- 1. Would increase sexual performance and sexual stamina
- 2. Would not increase sexual performance and sexual stamina
- 3. There is not enough information to determine whether or not this product would increase sexual performance and sexual stamina
- 4. Don't know/ no opinion

[ASK IF Q10=1 OR Q10=2]

10a. What makes you say that?

[ASK Q11 IF GROUP=1 OR 5]

11. Based on your review of this product's webpage, do you think this product....

[ROTATE RESPONSE OPTIONS 1 AND 2]

- 1. Would increase stamina and endurance
- 2. Would not increase stamina and endurance
- 3. There is not enough information to determine whether or not this product would increase stamina and endurance
- 4. Don't know/ no opinion

[ASK IF Q11=1 OR Q11=2]

11a. What makes you say that?

[ASK EVERYONE]

12. Thinking about products like the ones shown on these webpages, would the following information influence or not influence your decision to purchase the product?

[ROTATE ORDER OF WOULD INFLUENCE/WOULD NOT INFLUENCE COLUMNS] [RANDOMIZE ORDER]

	Would Influence	Would Not Influence	Don't Know
The product reduces body fat			
The product increases muscle size			
The product increases strength			
The product increases stamina and			
endurance			
The product improves sexual			
performance and sexual stamina			
The product improves sleep			
The product is endorsed by a			
celebrity			
The product is shipped discreetly		· · · · · · · · · · · · · · · · · · ·	

- 13. Thinking about products like the ones shown on these webpages, would the following information make you:
 - More likely to purchase the product over other similar products
 - Neither more nor less likely to purchase the product over other similar products
 - Less likely to purchase the product over other similar products
 - or do you not know?

[ONLY DISPLAY ITEMS THAT RESPONDENT INDICATED "WOULD INFLUENCE" PURCHASE IN Q11]

[ROTATE ORDER OF MORELIKELY/LESS LIKELY COLUMNS]

	More Likely	Neither More Nor Less Likely	Less Likely	Don't Know
The product reduces body fat				
The product increases muscle size				
The product increases strength				
The product increases stamina and				
endurance				
The product improves sexual				
performance and sexual stamina				
The product improves sleep				
The product is endorsed by a				
celebrity				
The product is shipped discreetly				

We are almost finished. Just a few more questions.

- 14. This question is a little different. While most people carefully read and respond to the questions in our surveys, a small number do not. To verify that you have read this question carefully, please select the [RANDOMLY ASSIGN FIRST, SECOND, THIRD, FOURTH, OR FIFTH] response from the list below.
 - 1. Extremely Important
 - 2. Very Important
 - 3. Somewhat Important
 - 4. Not at all Important
 - 5. Don't know/Not sure

[TERMINATE IF RESPONDENT SELECTS WRONG ANSWER]

15. Within the past 12 months, have you purchased any of the following products for building muscle mass, size, or strength?

[RANDOMIZE ORDER]

	Yes	No	Don't Know
Dietary supplements			
Amino acids			
Herbal products			
Anabolic steroids			
Protein powders			
Protein bars			
Protein shakes or smoothies			

16. Within the next 3 months, do you expect to purchase or use any of the following products for building muscle mass, size, or strength?

[RANDOMIZE ORDER]

	Yes	No	Don't Know
Dietary supplements			
Amino acids			
Herbal products			
Anabolic steroids			
Protein powders			
Protein bars			
Protein shakes or smoothies			

DUMMY VARIABLE: 1=RESPONDENT MUST HAVE PURCHASED OR EXPECT TO PURCHASE DIETARY SUPPLEMENTS, AMINO ACIDS, HERBAL PRODUCTS, OR ANABOLIC STEROIDS; 2= ALL ELSE.

17.	At an	v time	during	this surve	y, did	you o	pen anv	v other	windows	or tabs	on this	computer?

- 1. Yes [TERMINATE]
- 2. No
- 18. At any time during this survey, did you use any other computer?
 - 1. Yes [TERMINATE]
 - 2. No

[IF S2= "Tablet computer," OMIT "or tablet computer"]

- 19. At any time during this survey, did you look at or use any hand-held electronic device, such as a cell phone or tablet computer?
 - 1. Yes [TERMINATE]
 - 2. No
- 20. At any time during this survey, did you view any written material (other than this survey)?
 - 1. Yes [TERMINATE]
 - 2. No
- 20. At any time during this survey, did you consult or talk with someone else?
 - 1. Yes [TERMINATE]
 - 2. No

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Exhibit I Survey 2 Screenshots

Thank you for your willingness to participate in our study. The responses you give to our questions are very important to us. If you don't know an answer to a question or if you don't have an opinion, please indicate this in your response.

During the survey, please do not use your browser's *FORWARD* and *BACK* buttons. Instead, please always use the button below to move through the survey.

Simply click on the ">" button at the bottom of the page to begin the survey.



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Before continuing with this survey, please carefully read these instructions:

- · Please take the survey in one session.
- While completing this survey, please do <u>not</u> visit any other websites or refer to any outside websites for help in answering the survey questions.
- · While completing this survey, please do not open any other windows or tabs on this computer or any other computer.
- · While taking this survey, please do not use any hand-held electronic device, such as a cell phone.
- · Please do not view any other written material while taking this survey.
- · Please do not ask anyone else for help in answering the survey questions.

>

@ Powered by SSI

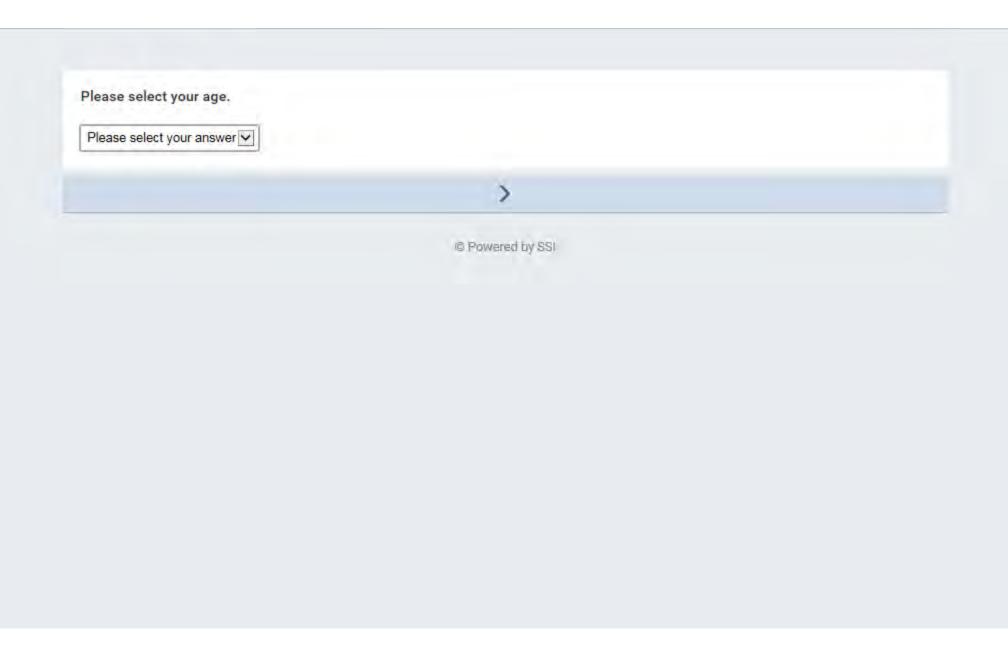


Note: Randomized CAPTCHA codes.

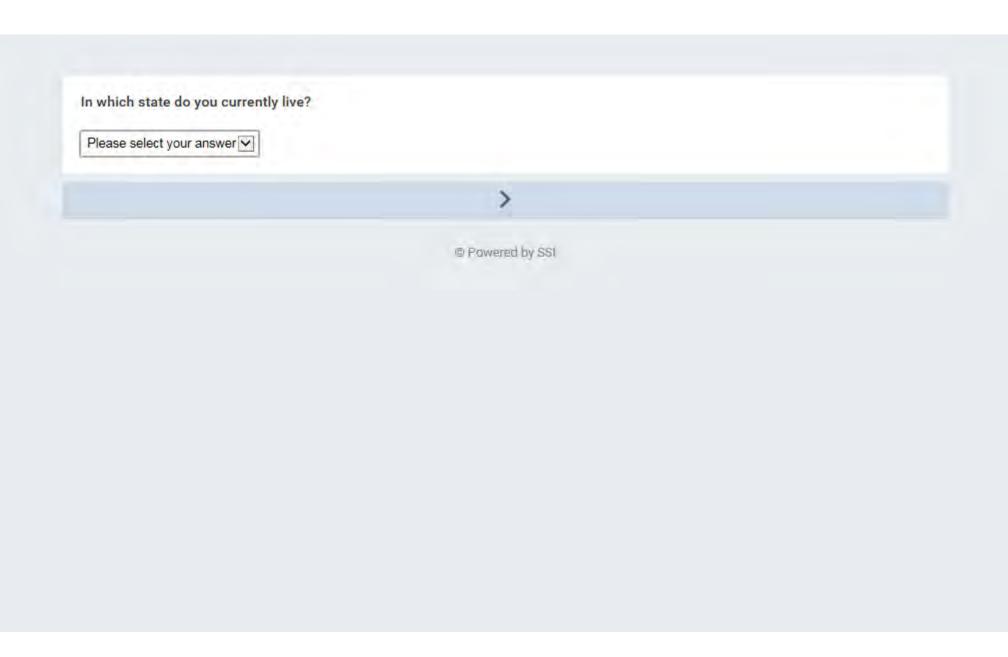
Desktop comp	outer			
Laptop compu	uter			
Tablet compu	ter			
Mobile phone	or cell phone			
Something els	se (Please specify)	/		

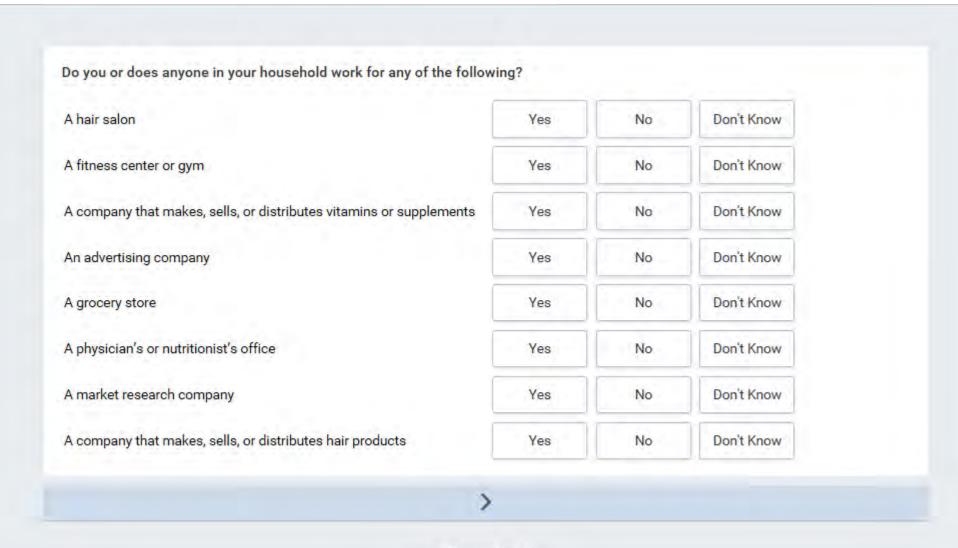
@ Powered by SSI

Are you		
Male		
Female		
	>	



Note: Drop down box with ages up to 99 and a "Prefer not to answer" option.





@ Powered by SSI

Products for preventing hair loss	Yes	No	Don't Know
Products for reducing fine lines or wrinkles	Yes	No	Don't Know
Products for losing weight	Yes	No	Don't Know
Products for strengthening hair	Yes	No	Don't Know
Products for building muscle mass, size, or strength	Yes	No	Don't Know



Products for preventing hair loss	Yes	No	Don't Know
Products for reducing fine lines or wrinkles	Yes	No	Don't Know
Products for losing weight	Yes	No	Don't Know
Products for strengthening hair	Yes	No	Don't Know
Products for building muscle mass, size, or strength	Yes	No	Don't Know

Yes	
No	
777	
Don't know	

We are interested in your honest opinions. There are no right or wrong answers to the questions in this survey. If, for any question, you don't know the answer or don't have an opinion, please feel free to choose the "Don't know/No opinion" option. Please do not guess.

Please click on the ">" button below once you are ready to continue.

>

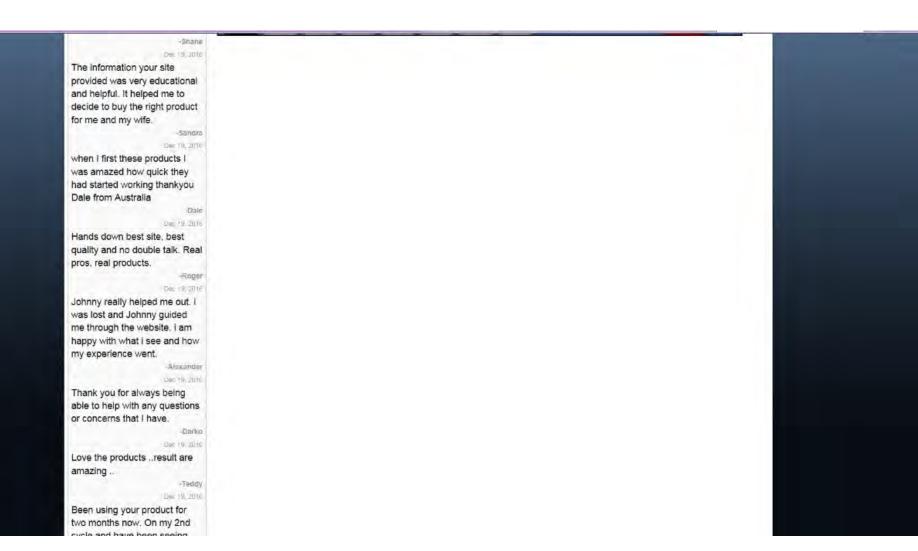
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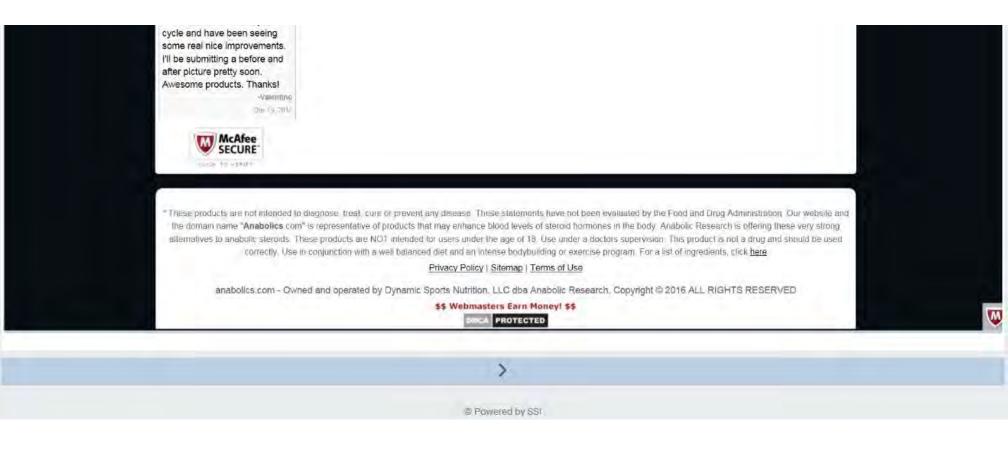
Test Group

Please look at the webpage below. Please look at this webpage as you normally would if you were considering making a purchase from this website. The webpage is a real page from an actual website, but the image is not a live page. If there are links that you are interested in clicking on, please do so. Some, but not all, of the links will open a new page. Take as much time as you would like and when you are finished, click ">" to continue. To ensure that you have enough time to review the webpage, the ">" button will appear after a short delay.



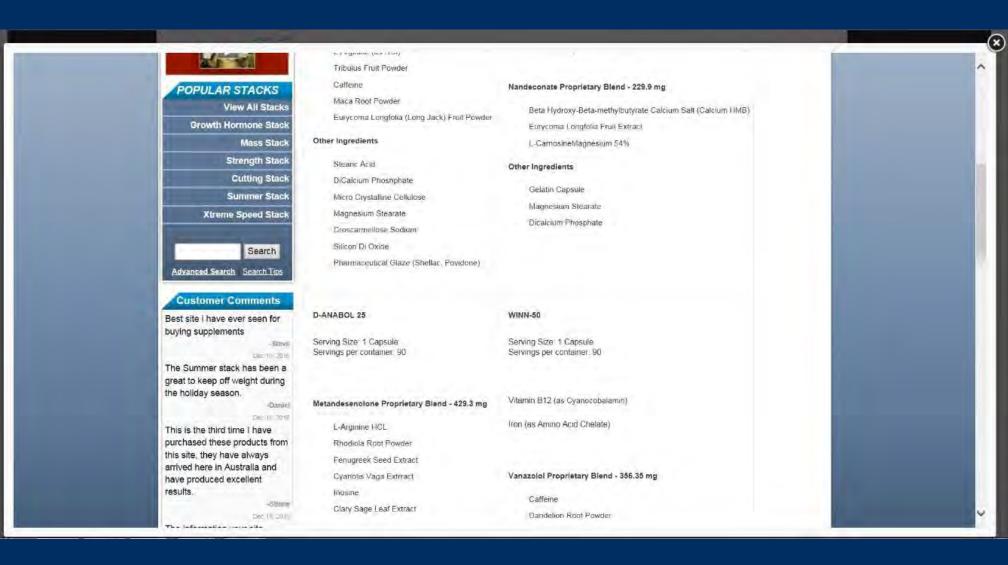




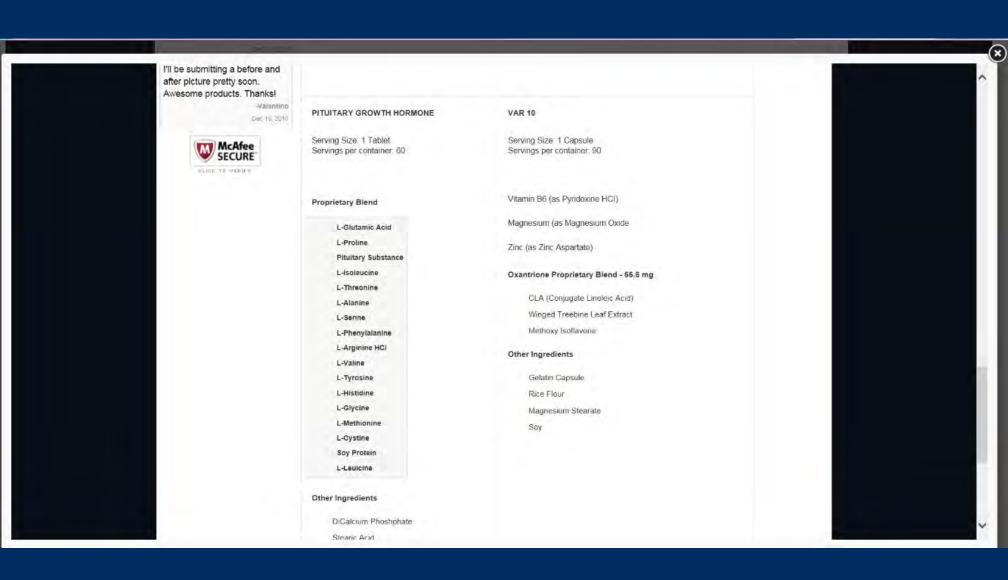


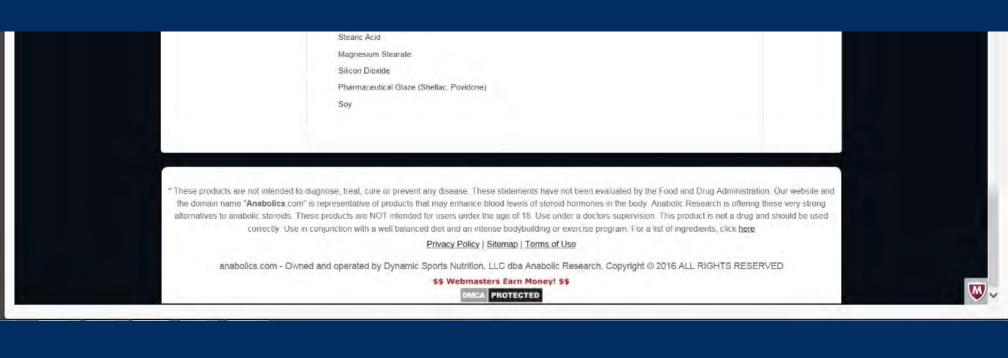


Note: If the respondent clicked on the ingredient link, a popup still image of the ingredient page appeared on the screen.









Were you able to see the webp	page clearly?	
Yes		
No		

Now we are going to show you the webpage of one of the products shown on the website. Please look at this webpage as you normally would if you were considering purchasing the product shown. If there are links that you are interested in clicking on, please do so. Some, but not all, of the links will open a new page. Take as much time as you would like and when you are finished, click ">" to continue. To ensure that you have enough time to review the webpage, the ">" button will appear after a short delay.





Best site i have ever seen for buying supplements

> -Steve Dec 19, 2016

The Summer stack has been a great to keep off weight during the holiday season.

-Daniel Dec 19, 2016

This is the third time I have purchased these products from this site, they have always arrived here in Australia and have produced excellent results.

> -Shane Uec 19, 2016

While we carry a host of the most effective and powerful muscle building products on the market, our most popularly requested formula is our Maximum Strength Clen® and the reasons are straightforward:



Clen® has been formulated with beta-2 receptor stimulation in mind and is designed to promote a simultaneously thermogenic and lipolysis effect. This action provides a significant metabolic boost and creates an internal environment that is perfect for fat loss. Not only does Clen® effectively help burn stubborn body fat, it can significantly reduce and help you control your hunger and cravings. A stronger and more powerful metabolism with more appetite control means one thing - Clen® will help you reach the lean physique you cravel

Surprisingly to some, Clen® is also a great tool for those who are looking to build up muscle mass or who are in what's commonly known as a "bulking phase." Gaining too much body fat is a common problem when bulking, but Clen® will help you control the unwanted fat gain so that your gains are of a higher quality. Athletes, be it high performance or endurance, will find Clen® to be invaluable as it has been designed to promote cardiovascular endurance and stamina, which means you will breath easier. All athletes from all walks of life will also find Clen® provides a significant boost of energy, which is always welcomed when training.

If you want to lose body fat, if you're looking to enhance your athletic performance or if you simply need a boost of energy or appetite control, you will find Clen® is the top choice to meet your needs. A highly effective product when used alone, the effects of Maximum Strength Clen® are a perfect addition to any performance stack.

*Clen® was scientifically formulated to help:

Rapidly Remove Body Fat*

Efficiently Burn Fat Calories*

Stimulate Fat Cells to Enhance the Breakdown of Triglycerides*

Improve Stamina and Endurance*

Safely and Substantially Reduce Appetite*

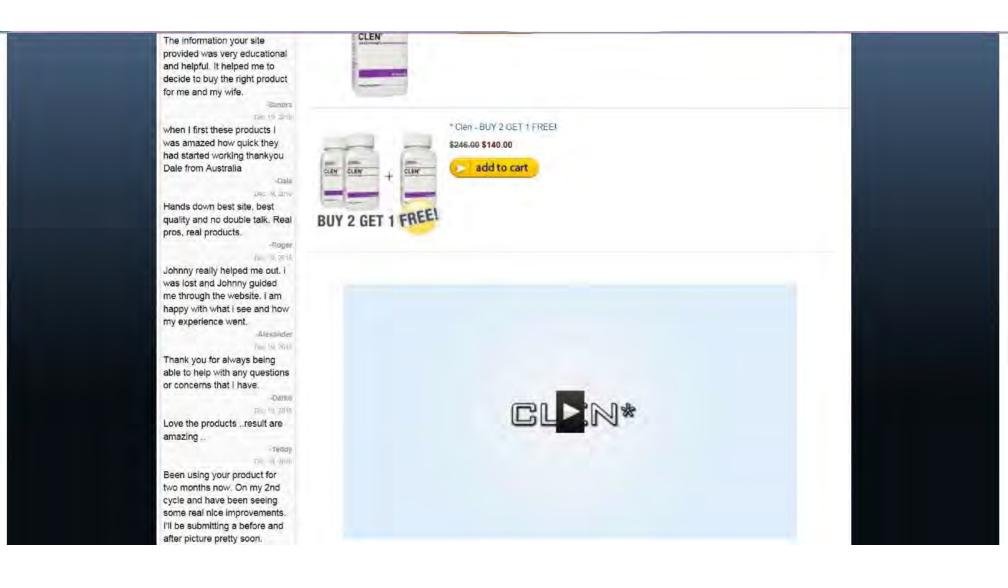
Directions For Use: This product contains 90 capsules and is designed to be a 30 day cycle. Take 1 capsule 3 times daily with 8 ounces of water. Doses should be spaced evenly throughout the day.

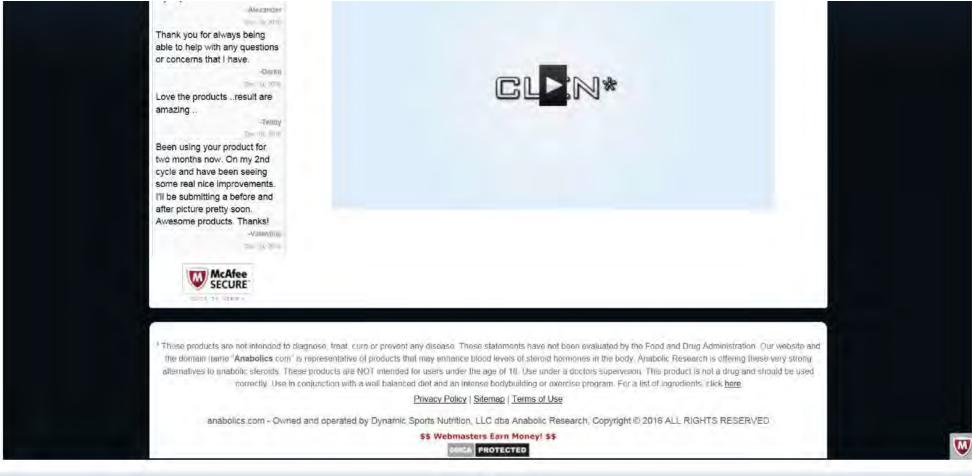
To view the list of ingredients for each product... click here



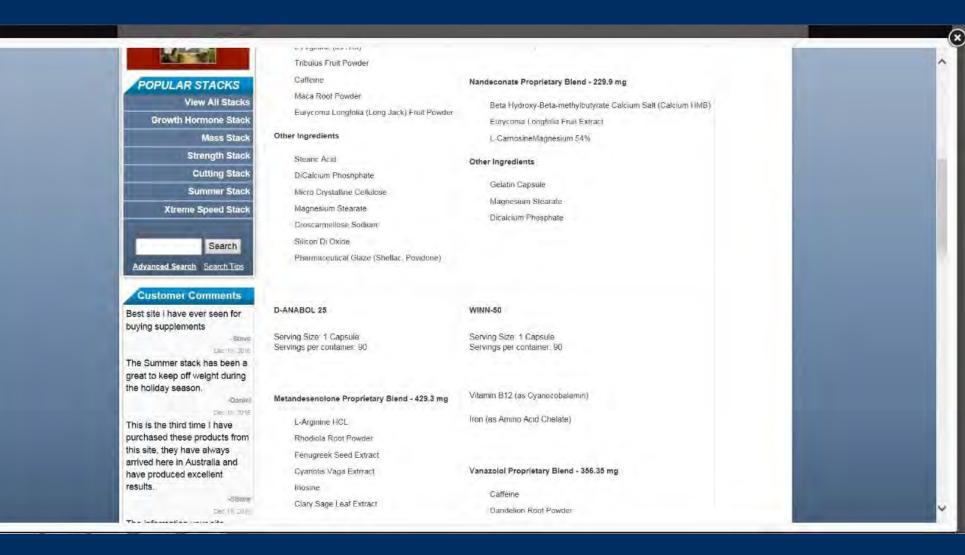
* Clen® \$82.00 \$70.00

add to cart

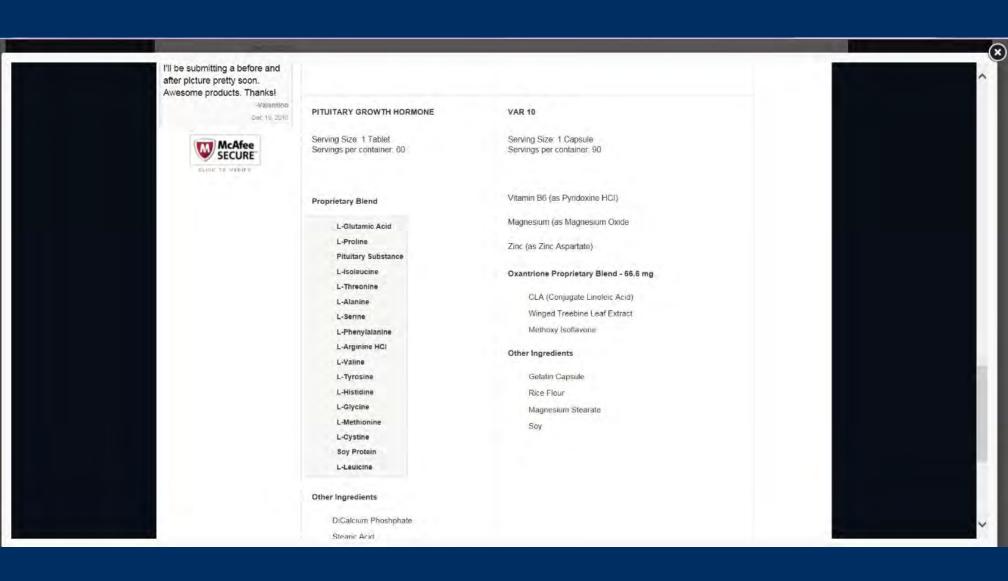


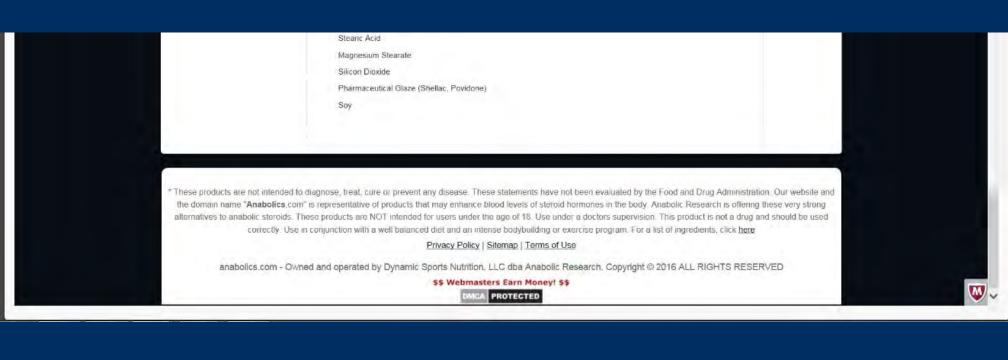






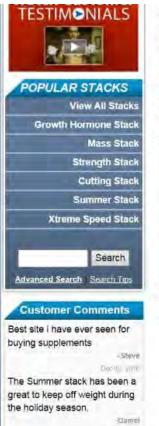






Now we are going to show you the webpage of one of the products shown on the website. Please look at this webpage as you normally would if you were considering purchasing the product shown. If there are links that you are interested in clicking on, please do so. Some, but not all, of the links will open a new page. Take as much time as you would like and when you are finished, click ">" to continue. To ensure that you have enough time to review the webpage, the ">" button will appear after a short delay.





Digo-ID DVF

This is the third time I have purchased these products from this site, they have always arrived here in Australia and have produced excellent

results.

Our tast acting D-Anabol 25." was designed for the athlete that desires to become bigger and stronger in the shortest possible time and who is more concerned with size and strength than with a leaned out look. Although our formula for D-Anabol 25. In so, thrown to cause severe bloating or water retention, it most certainly has been known to generate some incredible muscle pumps and pack on pounds of high quality dense muscle.



"*For those looking for the size, power, and strength of D-Anabol 25™ but want to have a more defined look, try adding our popular Tren 75® with Clen® to get the best of both worlds."

If size and strength is what you are craving, D-Anabol 25[™] is precisely what you are looking for. Scientifically engineered to consistently deliver superior results, D-Anabol 25[™] was formulated to help you reach your goals by:

*D-Anabol 25™ was designed for:

Providing Hard and Nourishing Muscle Pumps*

Generating Sold, High Quality Muscle Tissue*

Employing a Fast-Acting Mass Formula*

Improving Nitrogen Retention for Muscle Repair and Growth*

Boosting Major Lifts and Enhancing Overall Strength*

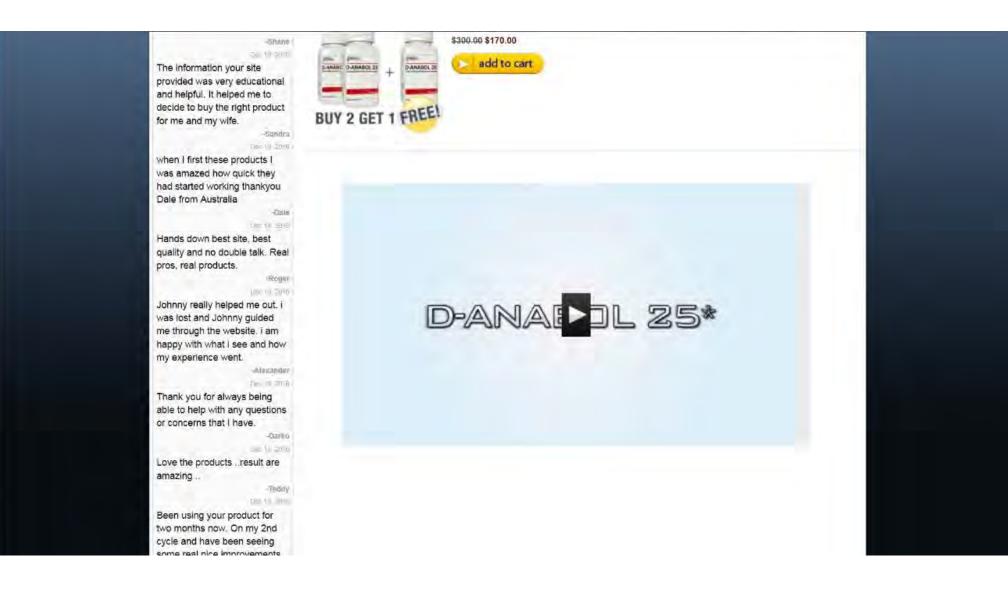
Directions For Use: This product contains 90 capsules and is designed to be a 30 day cycle. Take 1 capsule 3 times daily with 8 ounces of water. Doses should be spaced evenly throughout the day.

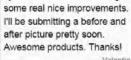
To view the list of ingredients for each product. click here



* D-anabol 25 - BUY 2 GET 1 FREE!

\$300 00 \$170 00





-Valentino Dec 19, 2016



* These products are not intended to diagnose, treat, cure or prevent any disease. These statements have not been evaluated by the Food and Drug Administration. Our website and the domain name "Anabolics.com" is representative of products that may enhance blood levels of steroid hormones in the body. Anabolic Research is offering these very strong alternatives to anabolic steroids. These products are NOT intended for users under the age of 18. Use under a doctors supervision. This product is not a drug and should be used correctly. Use in conjunction with a well balanced diet and an intense bodybuilding or exercise program. For a list of ingredients, click here

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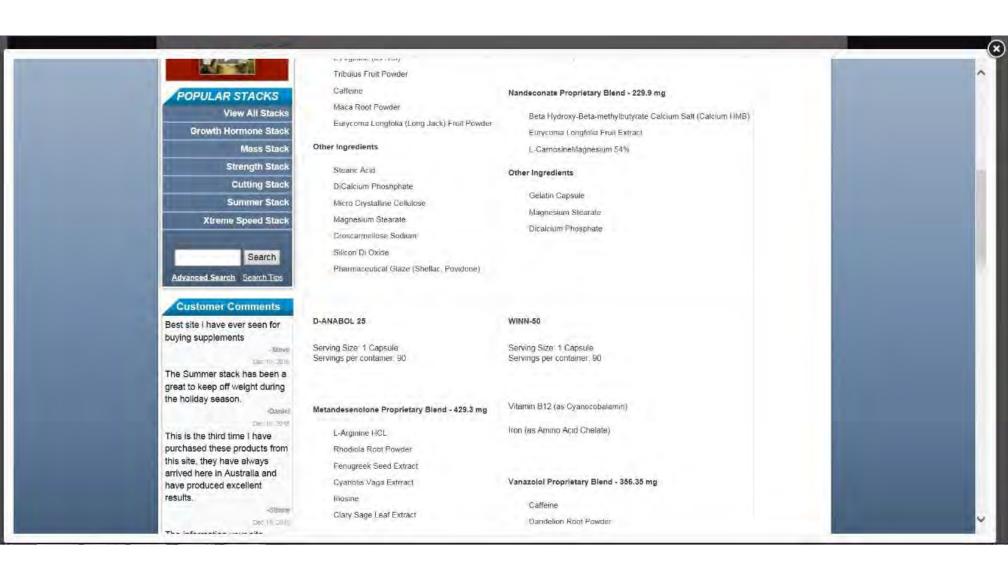
\$\$ Webmasters Earn Money! \$\$

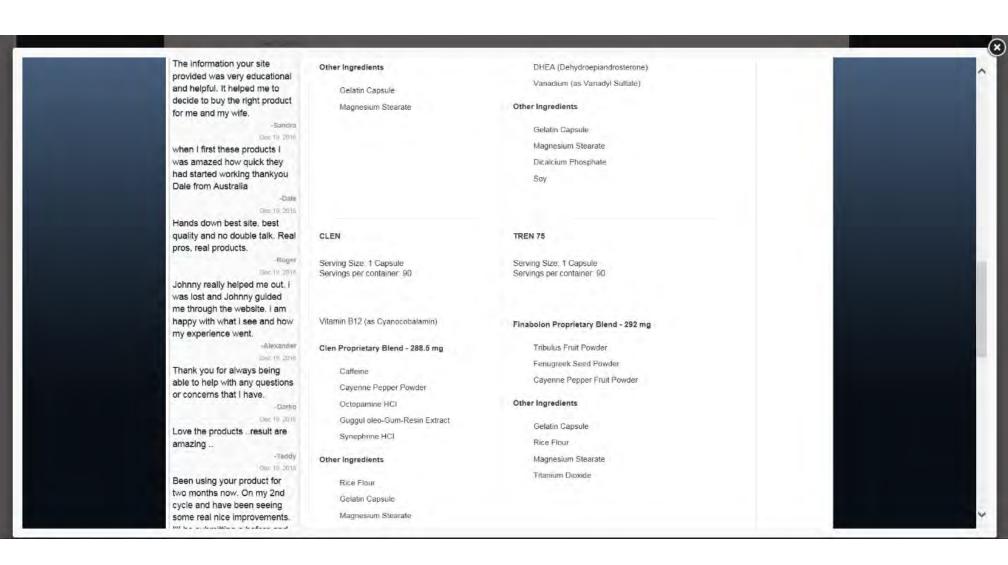


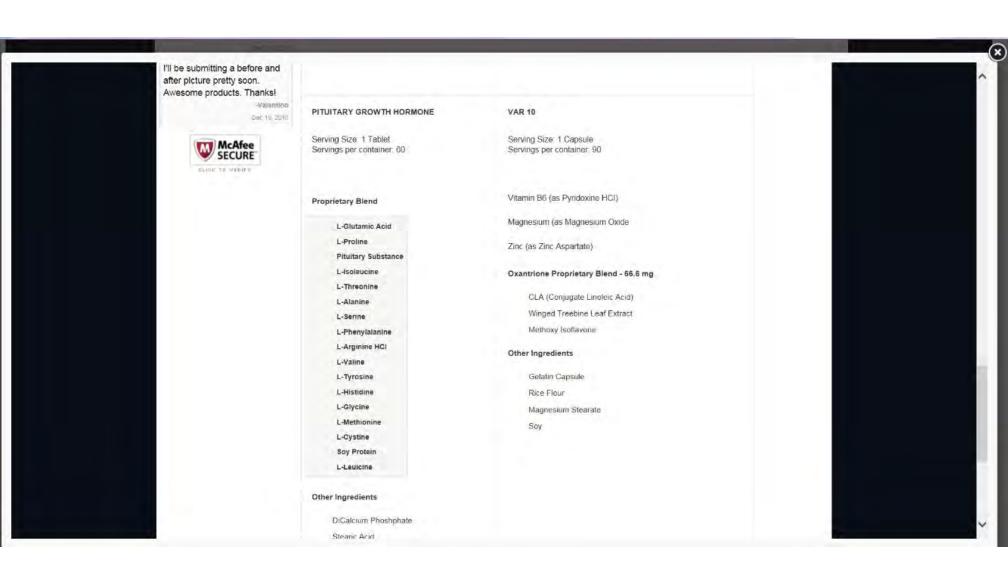
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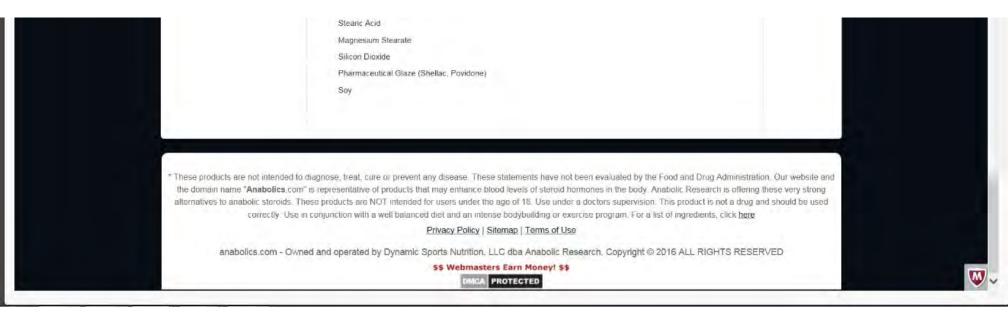












Now we are going to show you the webpage of one of the products shown on the website. Please look at this webpage as you normally would if you were considering purchasing the product shown. If there are links that you are interested in clicking on, please do so. Some, but not all, of the links will open a new page. Take as much time as you would like and when you are finished, click ">" to continue. To ensure that you have enough time to review the webpage, the ">" button will appear after a short delay.





enhancement. No matter if you are looking for a massive increase in lean muscle gains, improvements in both strength and size, reduced body fat white continuing to maintain muscularity, or just overall physical enhancement, Test-600x™ is the ONLY product to take by itself and is ALWAYS included in our powerful stacks.



Additionally, Test-600x[™] has been formulated to directly target your unique masculinizing properties and has been reported to not only greatly improve sexual performance and stamina, but provide its users with an overall sense of well being for a dramatic impact on their quality of life.

All in all, you cannot go wrong with this powerful product

*Test-600x™ was designed and formulated to help:

Promote Strength, Size and Lean Muscle Mass*

Increase Fat Free Mass (FFM) for Reducing Body Fat*

Improve Attitude, Mood, and Sleep*

Enhance Sexual Performance*

Reduce Muscle Wasting (Anti-Catabolic)*

Directions For Use: This product contains 60 tablets and is designed to be a 30 day cycle. Take 1 tablet 2 times daily with 8 ounces of water. Doses should be spaced evenly throughout the day.

To view the list of ingredients for each product click here



*Test-600x - BUY 2 GET 1 FREE!

The information your site provided was very educational and helpful. It helped me to decide to buy the right product for me and my wife.

products I

300 III 101

Do. 19; 0110

when I first these products I was amazed how quick they had started working thankyou Dale from Australia

Hands down best site, best quality and no double talk. Real pros, real products.

Johnny really helped me out. I was lost and Johnny guided me through the website. I am happy with what I see and how my experience went.

-Alexander

-Onrko

Ser 9, 201

Thank you for always being able to help with any questions or concerns that I have.

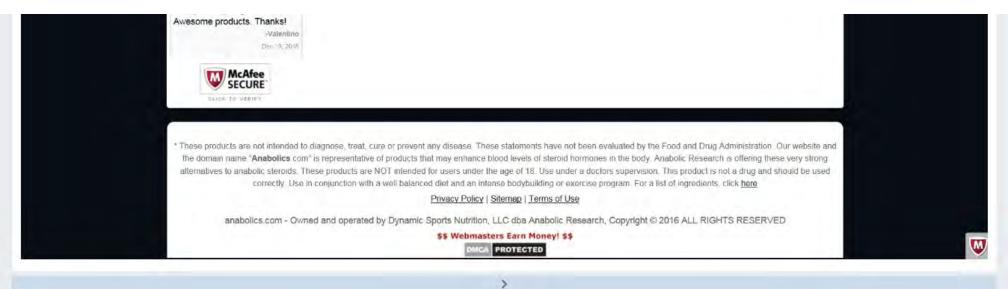
Love the products .. result are amazing ..

Been using your product for two months now. On my 2nd cycle and have been seeing some real nice improvements. I'll be submitting a before and after picture pretty soon.

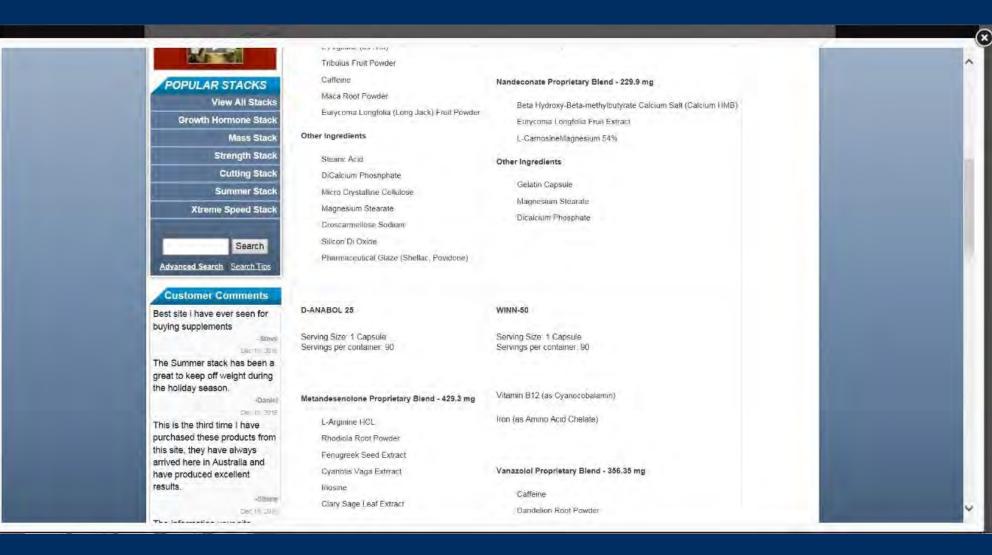




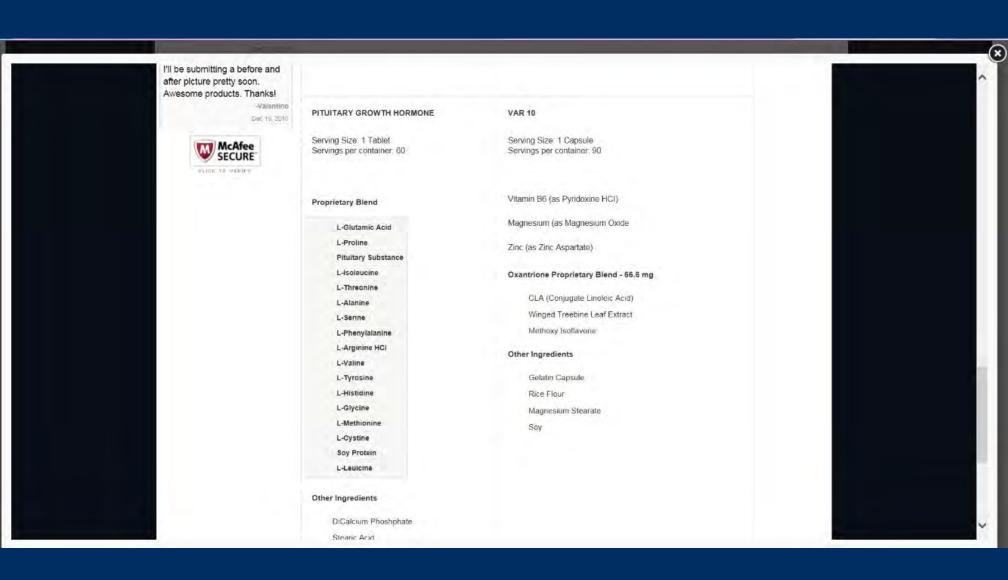


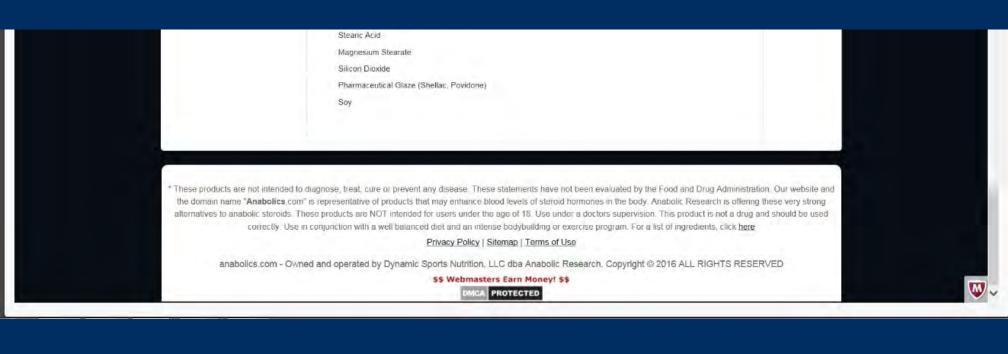
















One of the most frequently reported traits of our Tren 75® is how incredibly strong and powerful its users feel while maintaining a "Hard" and "Vascular" appearance. Tren 75® is the perfect choice when getting ready for summer, or for the high performance athlete that wants explosive power and strength without excessive weight gain.



A unique property of Tren 75® is its amazing ability to help incinerate stubborn body fat while increasing appetite and continuing to add high quality lean muscle, which makes it one of our most popular products currently available

Tren 75® whether stacked or taken alone will help provide you with Dry, Lean, Hard Muscle of the highest quality.

*Tren 75® was designed and formulated to:

Generate Near Instant Metabolic Results*

Increase Appetite and Optimize Nutrient Absorption*

Produce Dry, Vascular, Dense Muscle, While Hardening and Cutting*

Improve Nitrogen Retention in Muscle Tissue*

Eliminate Muscle Blurning "Water Retention" and Bloat"

Incinerate Body Fat While Maintaining Muscle Mass*

Directions For Use: This product contains 90 capsules and is designed to be a 30 day cycle. Take 1 capsule 3 times daily with 8 ounces of water. Doses should be spaced evenly throughout the day.

To view the list of ingredients for each product... click here



* Tren 75® \$100.00 \$85.00 | add to cart

Best site i have ever seen for buying supplements

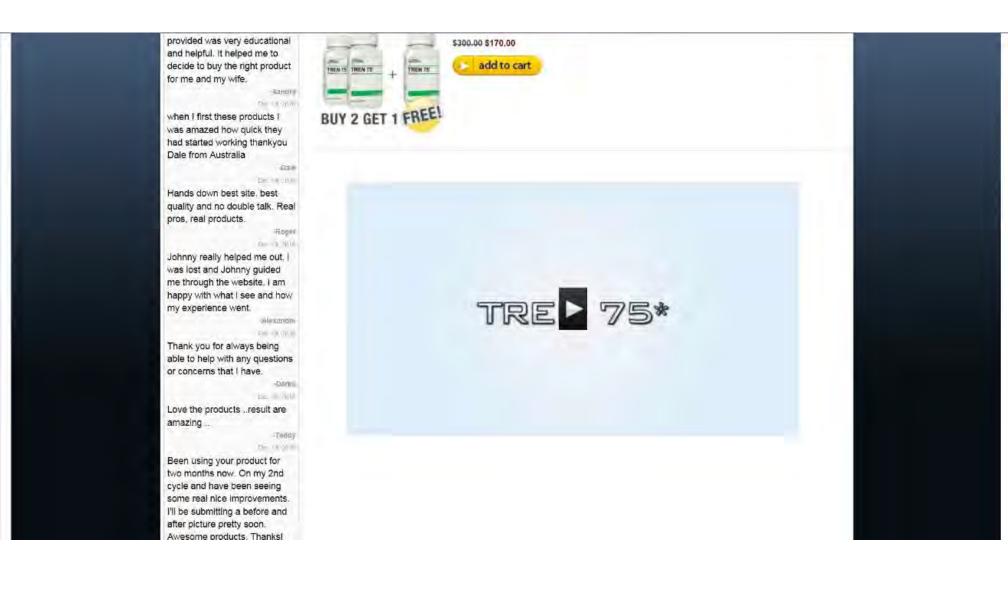
S -Smyé.

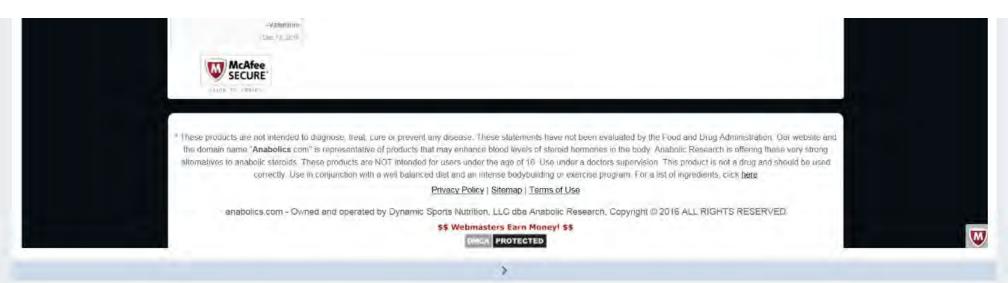
The Summer stack has been a great to keep off weight during the holiday season.

-Daniel De 10 20

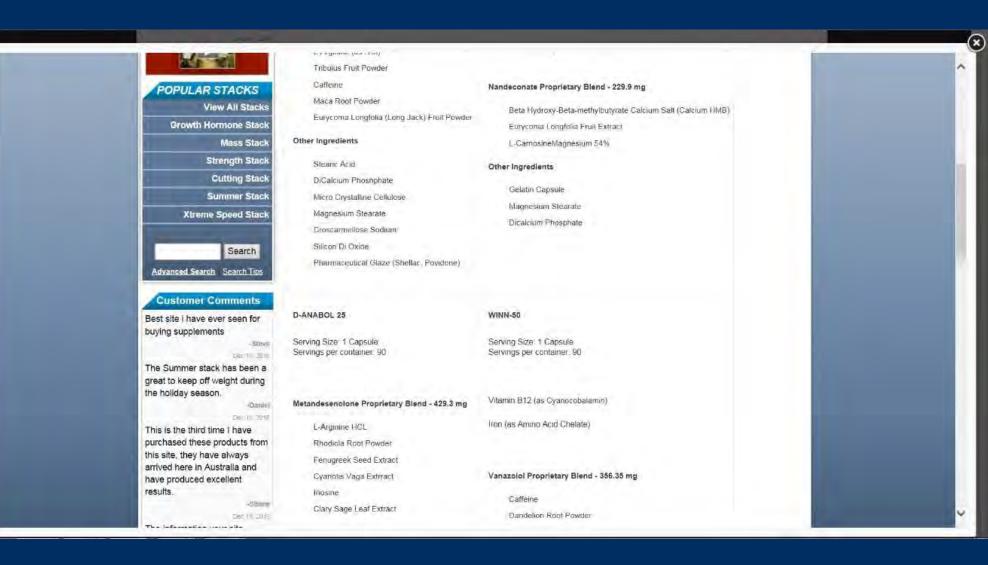
This is the third time I have purchased these products from this site, they have always arrived here in Australia and have produced excellent results.

-Shann

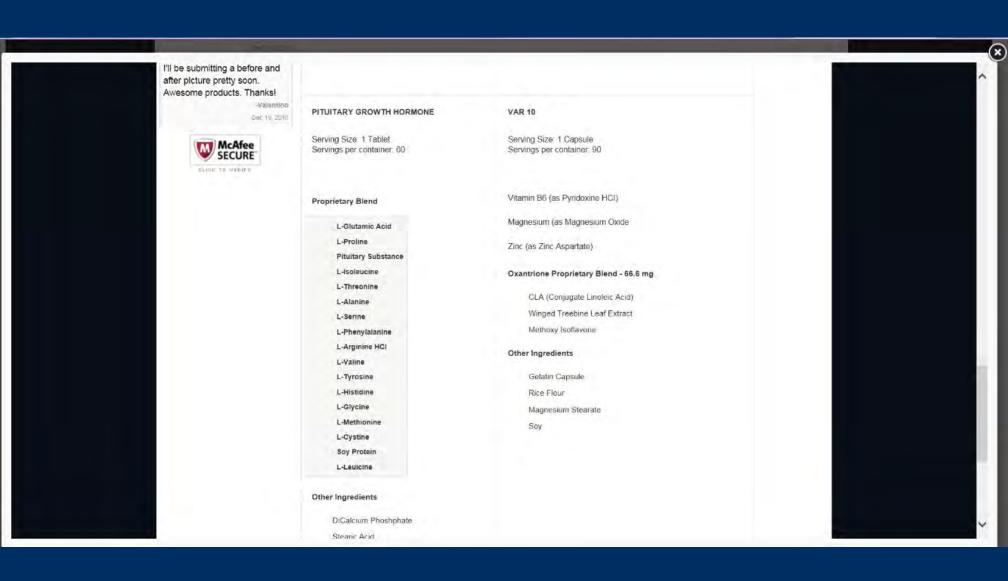


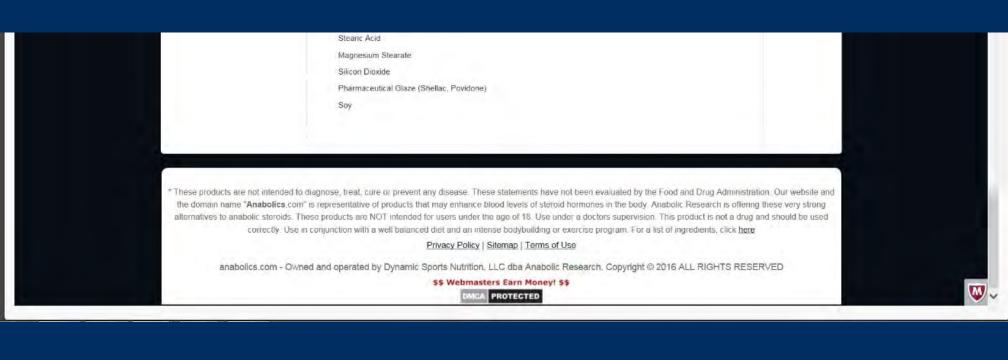












	vebpage clearly?		
Yes			
No			

@ Powered by SSI

Tren 75		
D-Anabol 25		
Clen		
Test 600x		
Other (Please Specify)	P	
Don't know/No opinion		

Note: Randomized order.



	webpage convey about CLEN?	
1 mm		

What does the webpage con	rey about D-ANABOL 25:	
/		
	5	

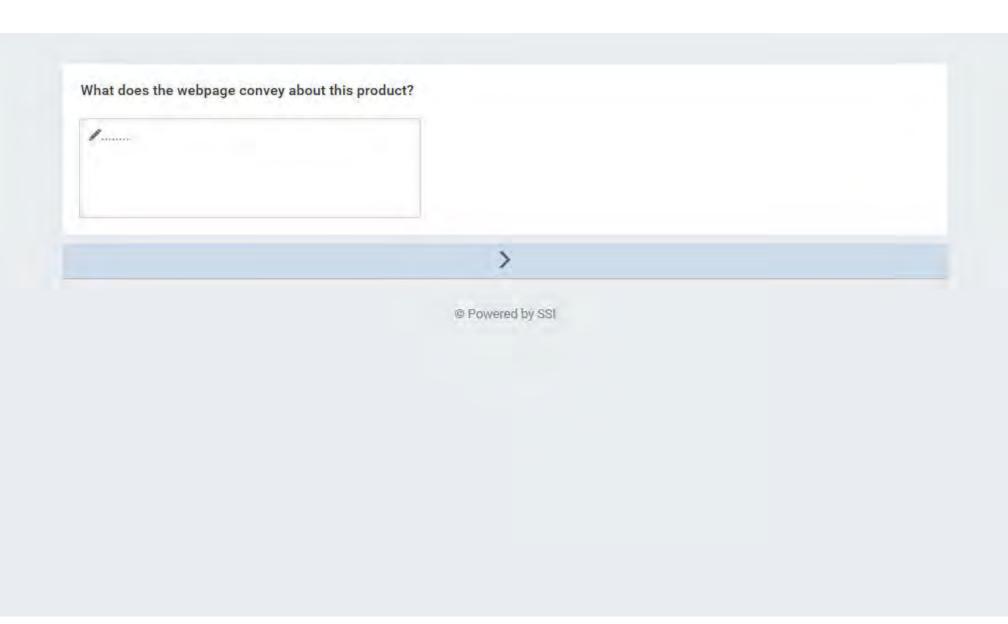
what else, if anything, did the w	ebpage convey about D-ANABOL 25?	
/		
	>	

What does the webpage convey about TEST 600x?	
1	
	A.
	>

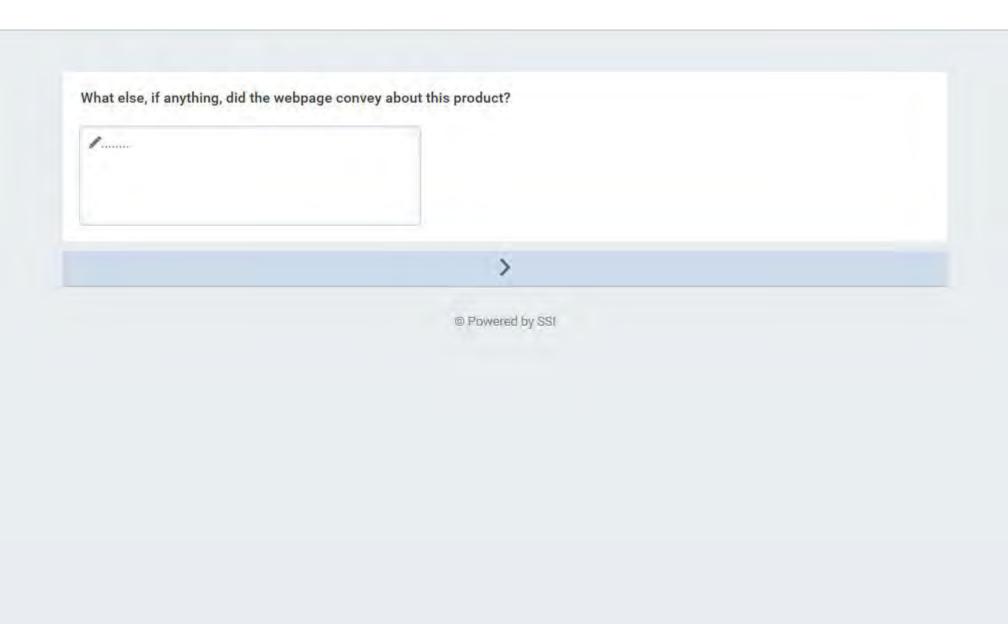
What else, if anything, did th	e webpage convey about TEST 600x?	
L		

/ mmu	

	webpage convey about TREN 75		
/			



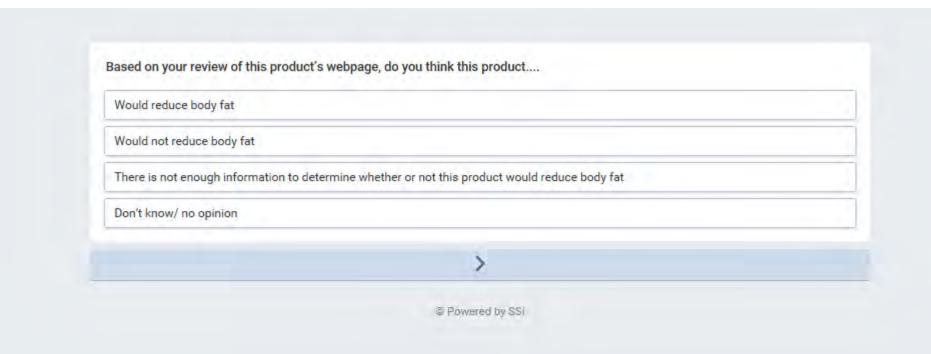
Note: "This product" appeared if the respondent did not correctly identify the product.



Note: "This product" appeared if the respondent did not correctly identify the product.

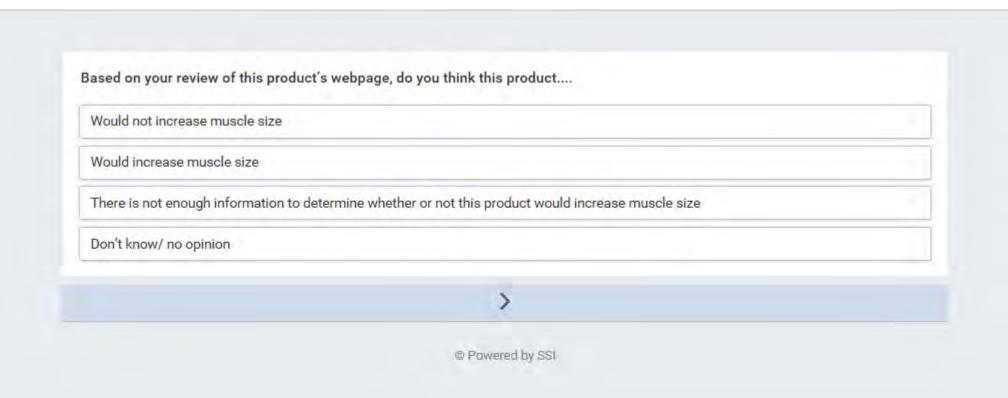
Would not increase flexibility		
Would increase flexibility		
There is not enough information	to determine whether or not this product would increase flexibility	
Don't know/ no opinion		

,	
/	



Note: (1) Randomized order of the first two response options. (2) Only respondents in the Clen, Test 600x, or Tren 75 conditions saw this question.

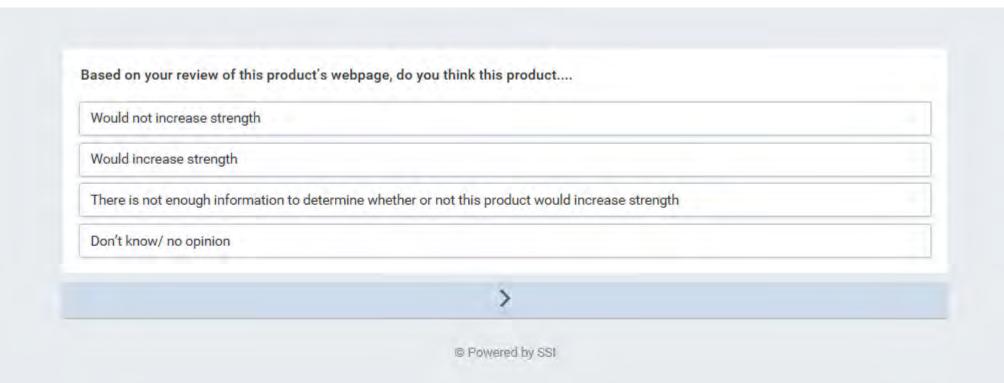
What makes you say that?		
/		
	× .	



Note: (1) Randomized order of the first two response options. (2) Only respondents in the D-Anabol 25, Test 600x, or Tren 75 conditions saw this question.

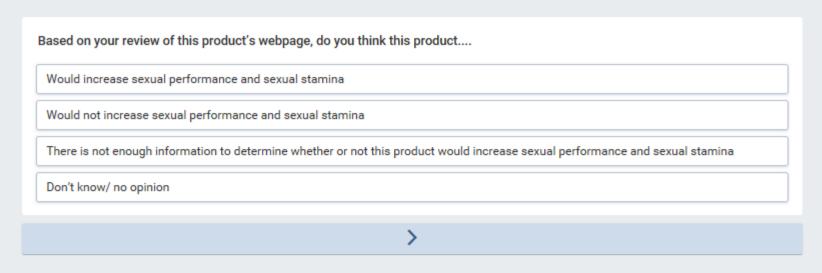
What makes you say that?		
/		
	>	

Note: If the respondent said the product would or would not increase muscle size, then this question appeared.



Note: (1) Randomized order of the first two response options. (2) Only respondents in the D-Anabol 25 or Test 600x conditions saw this question.

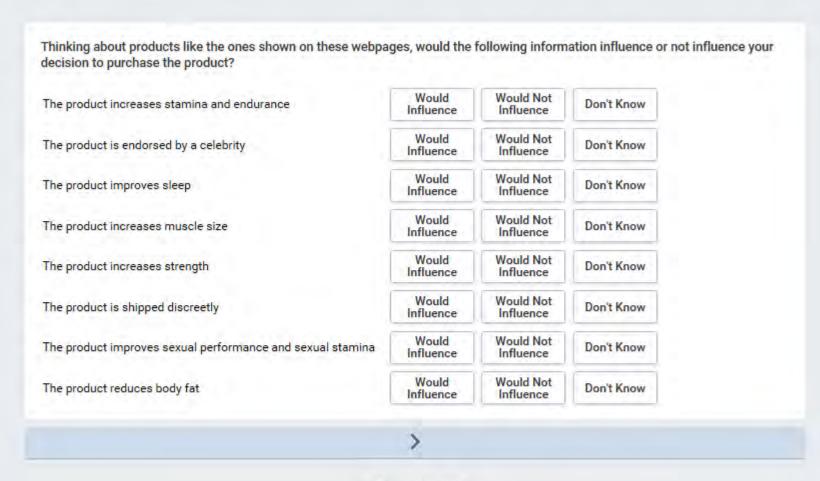
What makes you say that?	
/	

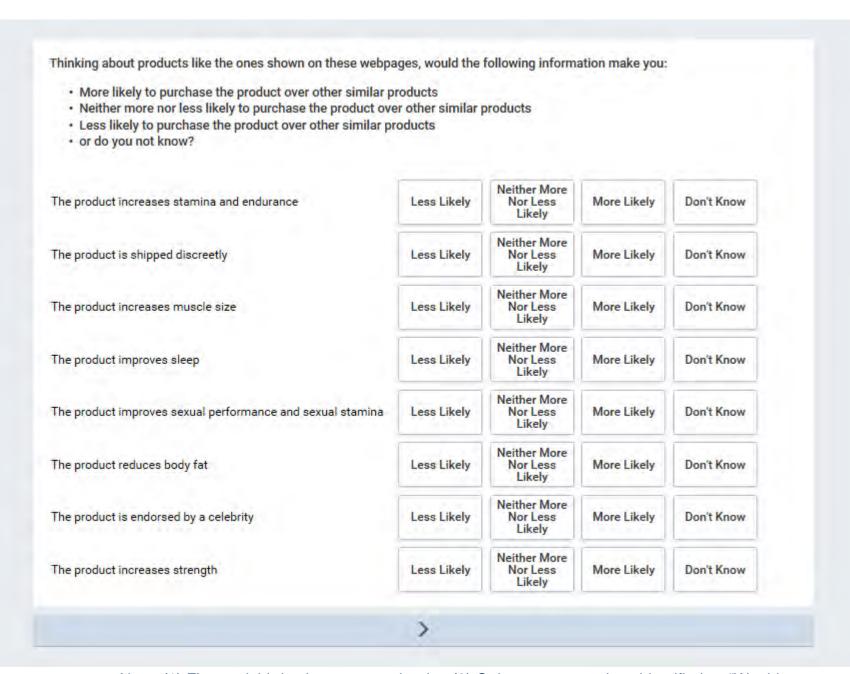


What makes you say that?	
/	

Based on your review of this product's webpage, do you think this product
Would not increase stamina and endurance
Would increase stamina and endurance
There is not enough information to determine whether or not this product would increase stamina and endurance
Don't know/ no opinion
>

,	
Limine	

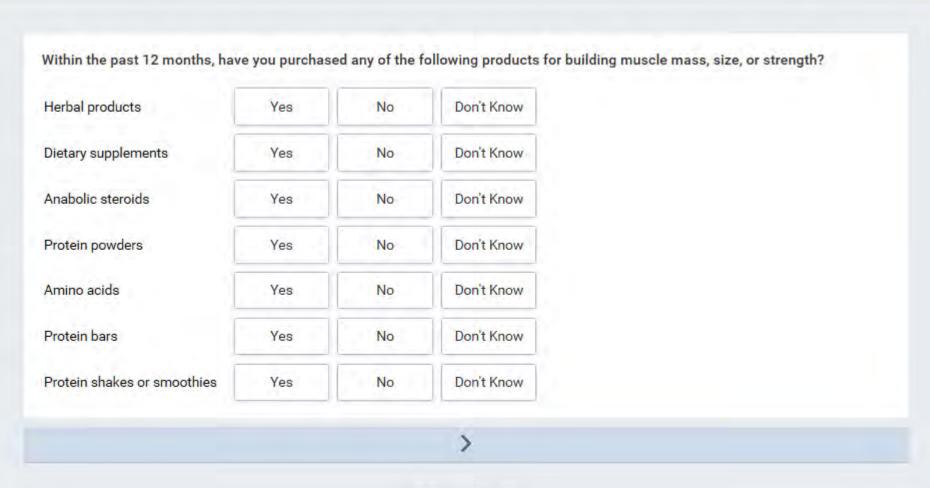




Note: (1) First and third columns rotated order. (2) Only response options identified as "Would Influence" in the previous question appeared in this question.



extremely Important	
ery Important	
Somewhat Important	
lot at all Important	
on't know/Not sure	



strength?	200			oducts for building muscle mass,	
Herbal products	Yes	No	Don't Know		
Dietary supplements	Yes	No	Don't Know		
Anabolic steroids	Yes	No	Don't Know		
Protein powders	Yes	No	Don't Know		
Amino acids	Yes	No	Don't Know		
Protein bars	Yes	No	Don't Know		
Protein shakes or smoothies	Yes	No	Don't Know		

it any time during this survey,	lid you open any other windows or tabs on this computer?	
Yes		
No		

At any time during this surve	y, did you use any other computer?	
Yes		
No		
	N N	

t any time during this survey,	d you look at or use any hand-held electronic device, such as a cell phone or	tablet computer?
Yes		
No		
	>	

Yes	
No	

Yes	
No	

Yes	
No	

Case 1:16-cv-00949-MLB Document 163-21 Filed 12/18/17 Page 359 of 437

Control Group

Please look at the webpage below. Please look at this webpage as you normally would if you were considering making a purchase from this website. The webpage is a real page from an actual website, but the image is not a live page. If there are links that you are interested in clicking on, please do so. Some, but not all, of the links will open a new page. Take as much time as you would like and when you are finished, click ">" to continue. To ensure that you have enough time to review the webpage, the ">" button will appear after a short delay.





The information your site provided was very educational and helpful. It helped me to decide to buy the right product for me and my wife.

-Sandra Dec 19, 2016

when I first these products I was amazed how quick they had started working thankyou Dale from Australia

> -Dale Dec 19; 2016

Hands down best site, best quality and no double talk. Real pros, real products.

> -Roger Dec 19, 2014

Johnny really helped me out. I was lost and Johnny guided me through the website. I am happy with what I see and how my experience went.

-Alexander Dec 19, 2010

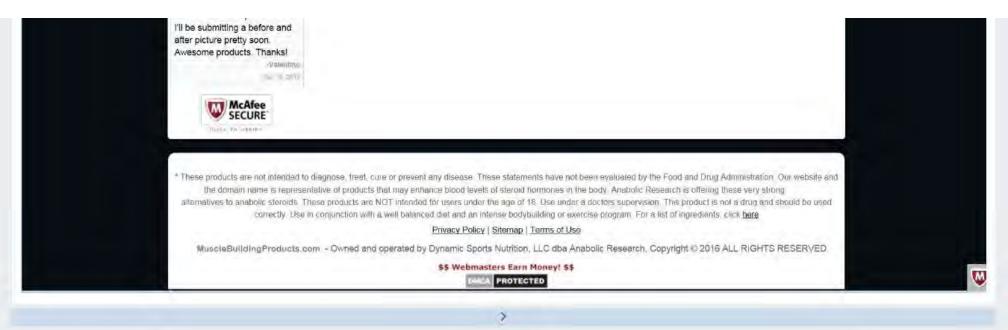
Thank you for always being able to help with any questions or concerns that I have.

-Darko Das 19, 2010

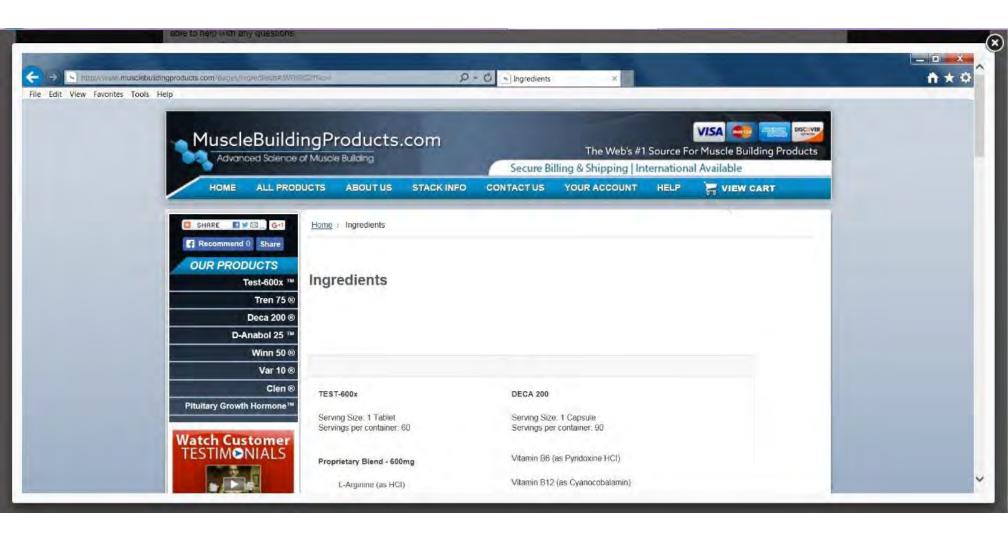
Love the products ..result are amazing ..

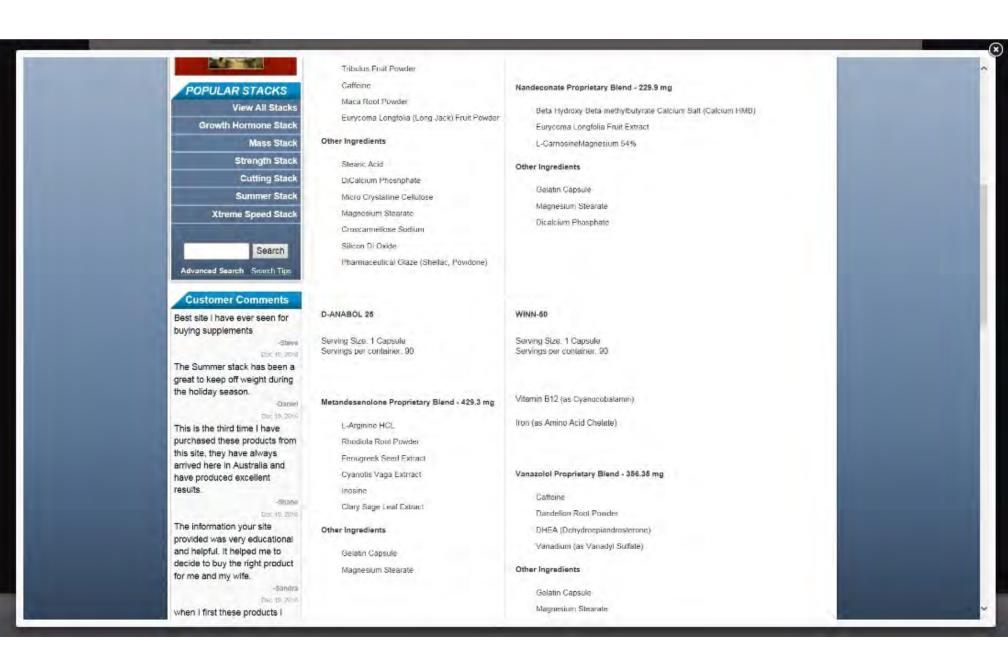
-Teddy Dec 19: 2018

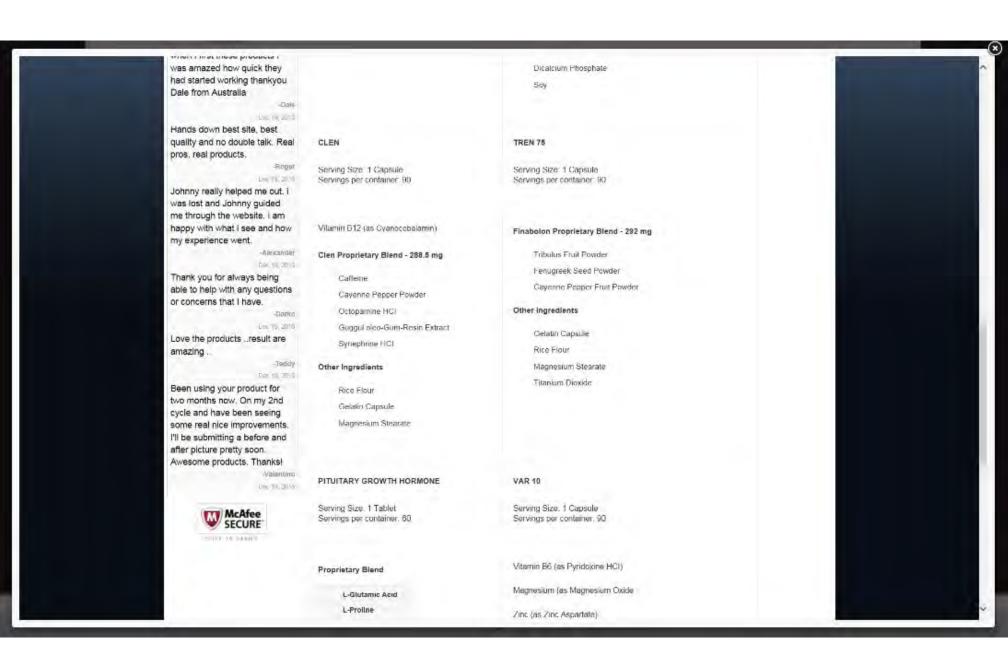
Been using your product for two months now. On my 2nd cycle and have been seeing some real nice improvements.



D Powered by SSI





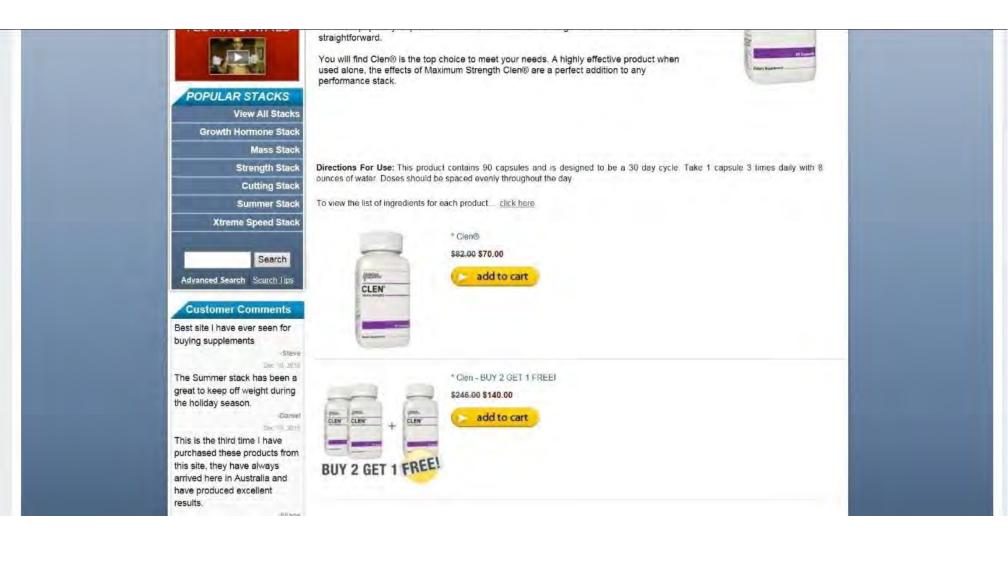




ere you able to see the webpage	clearly:	
Yes		
No		
0		

@ Powered by SSI





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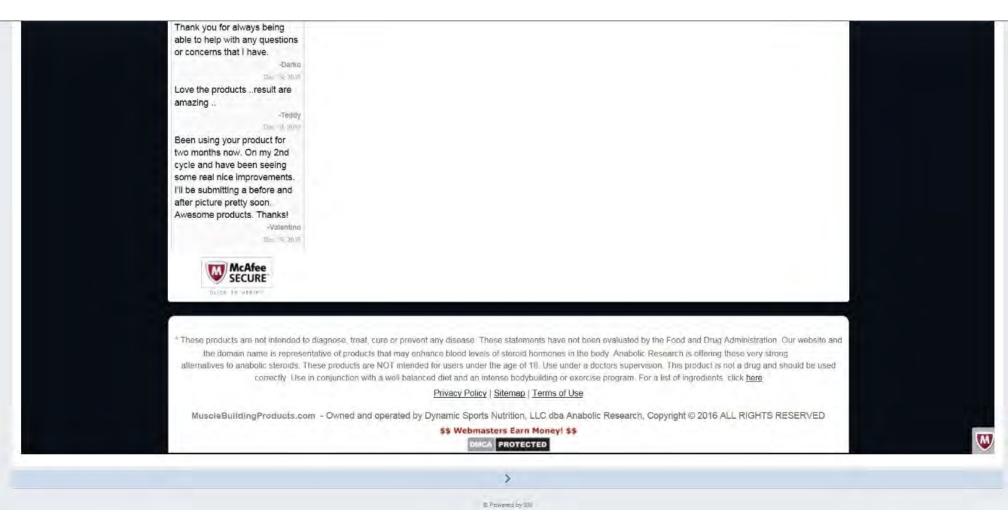
Thank you for always being able to help with any questions or concerns that I have.

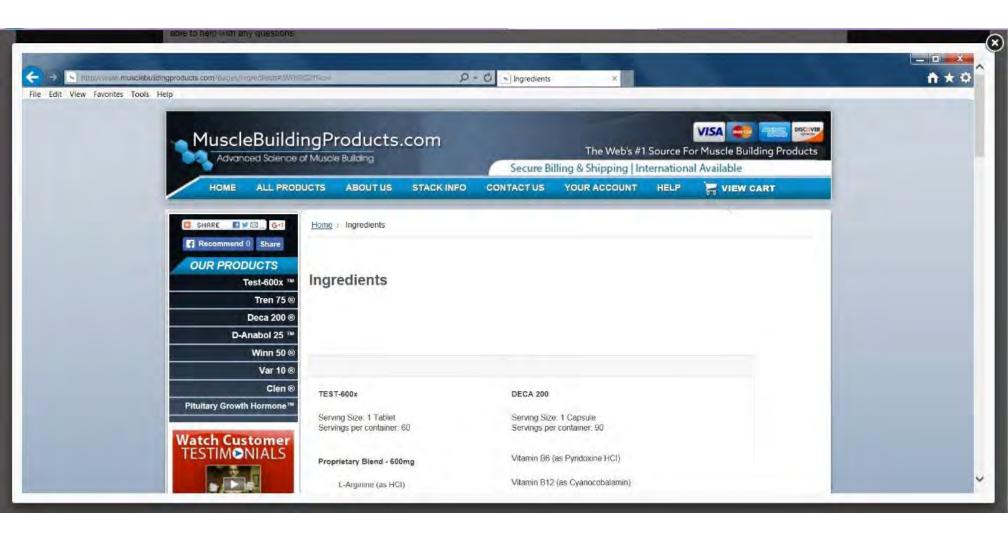
Love the products .,result are amazing ..

-Treesily

Been using your product for two months now. On my 2nd cycle and have been seeing some real nice improvements.









Tribulus Fruit Powder Caffeine

Maca Root Powder

Eurycoma Longfolia (Long Jack) Fruit Powder

Other Ingredients

Stearic Acid

DiCalcium Phoshphate

Micro Crystaline Cellulose

Magnesium Stearate

Croscarmellose Sodium

Silicon Di Oxide

Pharmaceutical Claze (Shellac, Povidone)

Nandeconate Proprietary Blend - 229.9 mg

Beta Hydroxy Beta methylbutyrate Calcium Salt (Calcium HMB)

 (\mathbf{x})

Eurycoma Longfolia Fruit Extract

L-CarnosineMagnesium 54%

Other Ingredients

Gelatin Capsule

Magnesium Stearate

Dicalcium Phosphate

Customer Comments

Best site i have ever seen for buying supplements

> -Stave Dix 19, 2016

The Summer stack has been a great to keep off weight during the holiday season.

> -Daniel Doc 19, 2016

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-Shahei

Dec 19, 2016

The information your site provided was very educational and helpful. It helped me to decide to buy the right product for me and my wife.

> -Sandra Dec 19, 2006

when I first these products I

D-ANABOL 25

Serving Size. 1 Capsule Servings per container, 90

Metandesenolone Proprietary Blend - 429.3 mg

L-Arginine HCL

Rhodiola Root Powder

Fenugreek Seed Extract

Cyanotis Vaga Extract

Inosine

Clary Sage Leaf Extract

Other Ingredients

Gelatin Capsule

Magnesium Stearate

WINN-60

Serving Size. 1 Capsule Servings per container, 90

Vitamin B12 (as Cyanocobalamin)

Iron (as Amino Acid Chelate)

Vanazolol Proprietary Blend - 356.35 mg

Caffeine

Dandelion Root Powder

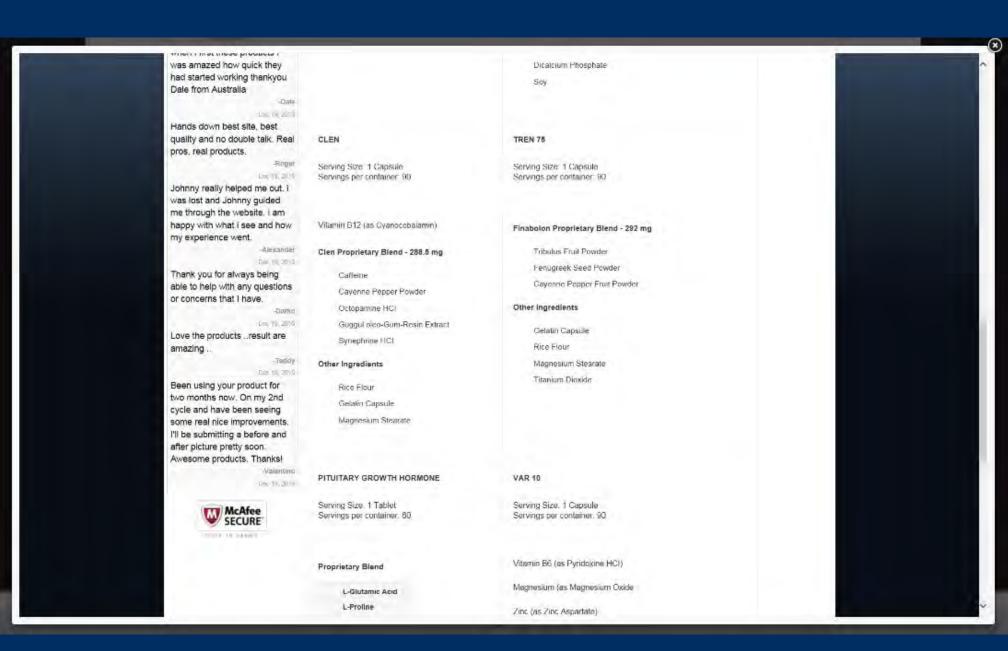
DHEA (Dehydroepiandrosterone)

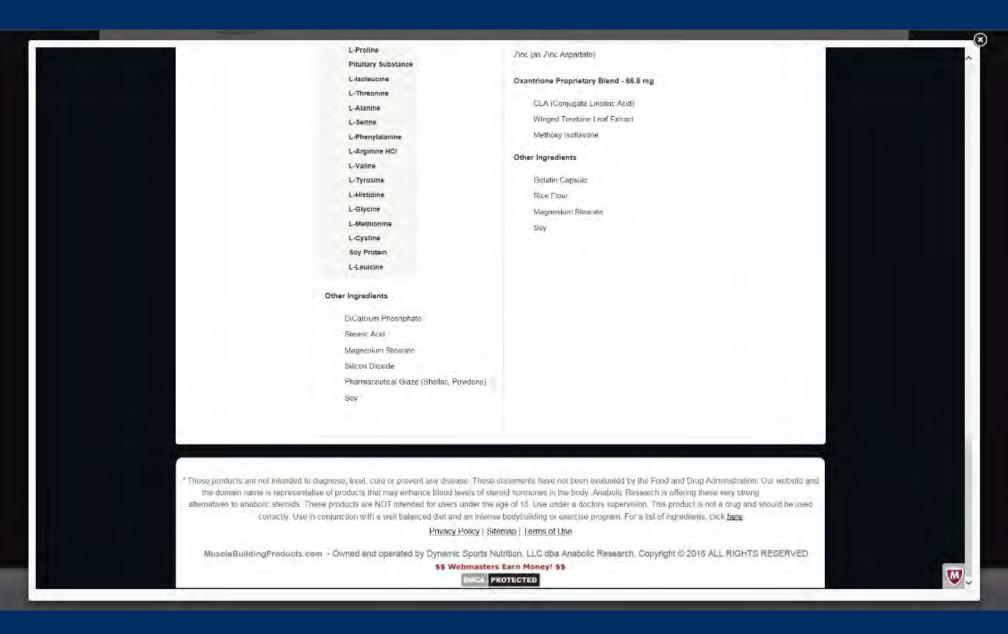
Vanadium (as Vanadyl Sulfate)

Other Ingredients

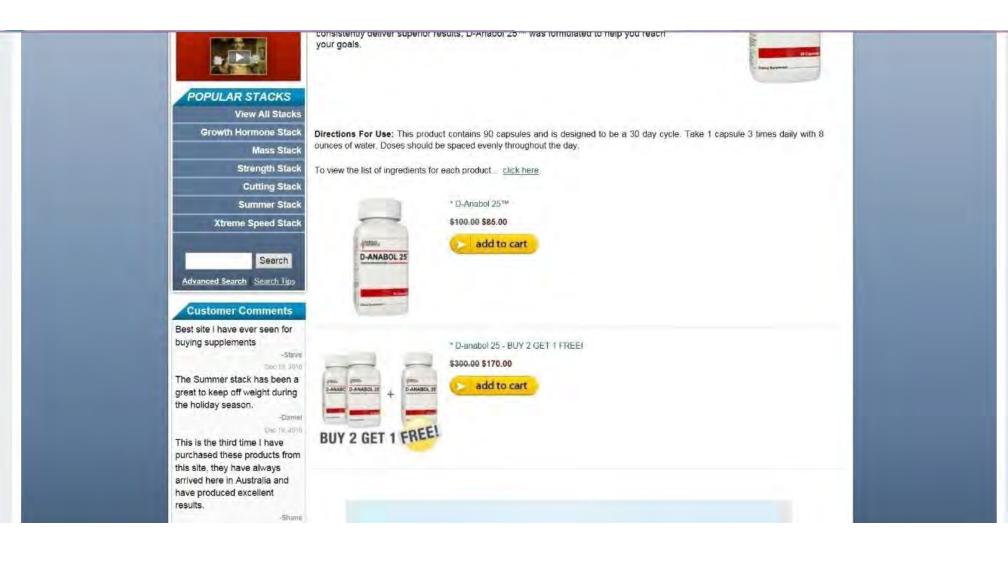
Gelatin Capsule

Magnesium Stearate





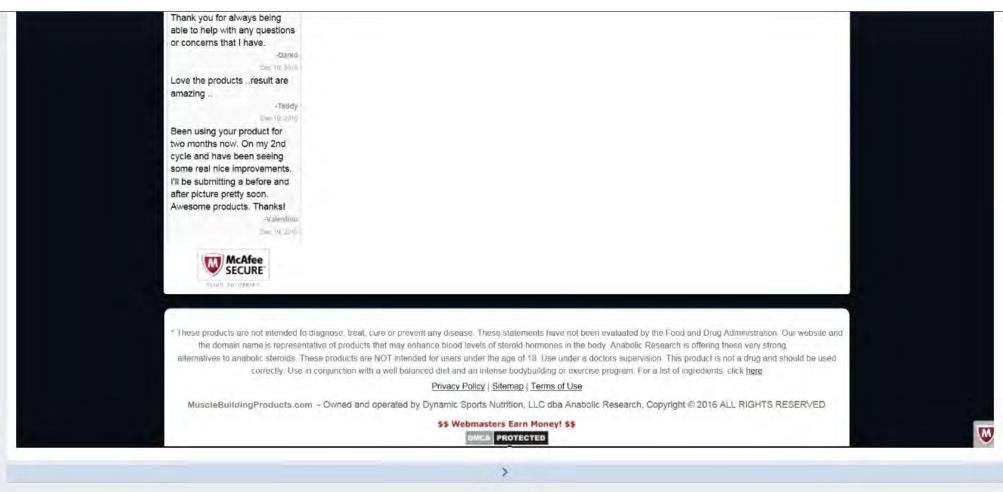


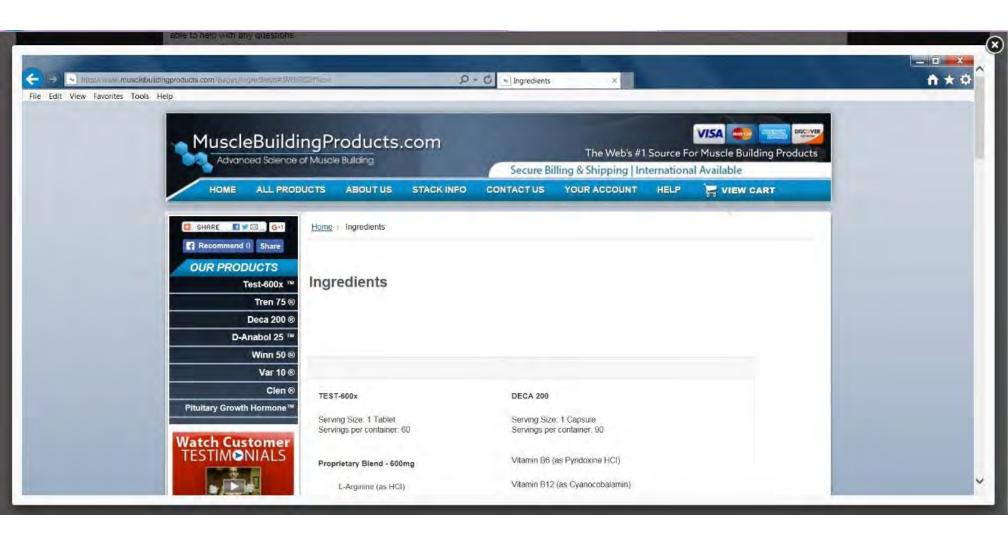




two months now. On my 2nd cycle and have been seeing some real nice improvements.









Steanic Acid

Other Ingredients

Caffeine

DiCalcium Phoshphate

Tribulus Fruit Powder

Maca Root Powder

Micro Crystaline Cellulose

Magnesium Stearate

Croscarnellose Sodium

Silicon Di Oxide

Pharmaceutical Claze (Shellac, Povidone)

Eurycoma Longfolia (Long Jack) Fruit Powder

Nandeconate Proprietary Blend - 229.9 mg

Beta Hydroxy Beta methylbutyrate Calcium Salt (Calcium HMB)

 (\mathbf{x})

Eurycoma Longfolia Fruit Extract

L-CarnosineMagnesium 54%

Other Ingredients

Gelatin Capsule

Magnesium Stearate

Dicalcium Phosphate

Customer Comments

Best site i have ever seen for buying supplements

> -Stave Disc 19, 2015

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> -Daniel Doc 19, 2016

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D-ANABOL 25

Serving Size. 1 Capsule Servings per container, 90

Metandesenolone Proprietary Blend - 429.3 mg

L-Arginine HCL

Rhodiola Root Powder

Fenugreek Seed Extract

Cyanotis Vaga Extract

Inosine

Clary Sage Leaf Extract

Other Ingredients

Gelatin Capsule

Magnesium Stearate

WINN-60

Serving Size. 1 Capsule Servings per container, 90

Vitamin B12 (as Cyanocobalamin)

Iron (as Amino Acid Chelate)

Vanazolol Proprietary Blend - 356.35 mg

Caffeine

Dandelion Root Powder

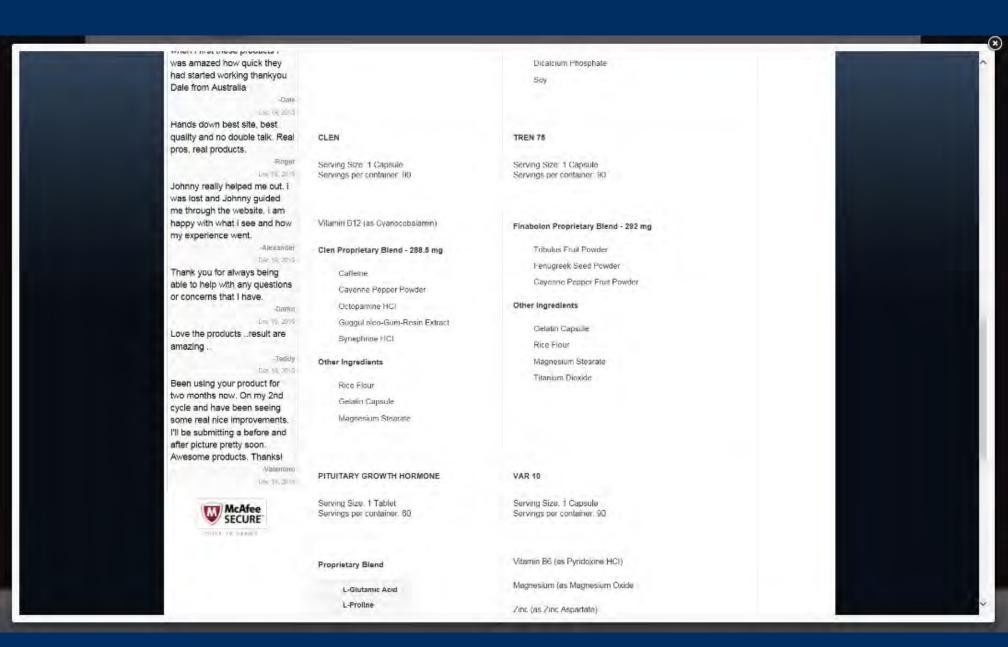
DHEA (Dehydroepiandrosterone)

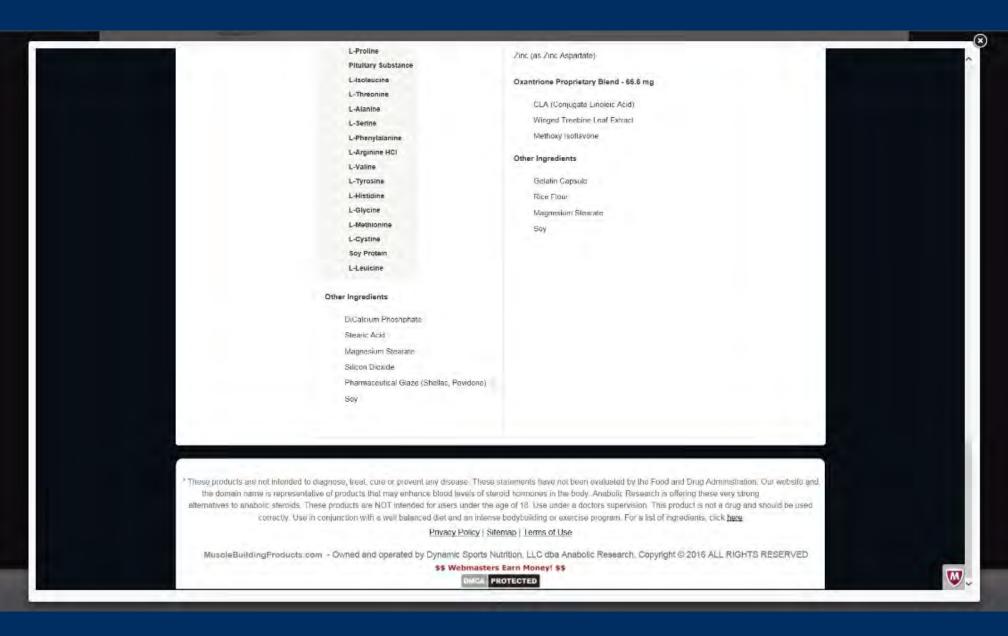
Vanadium (as Vanadyl Sulfate)

Other Ingredients

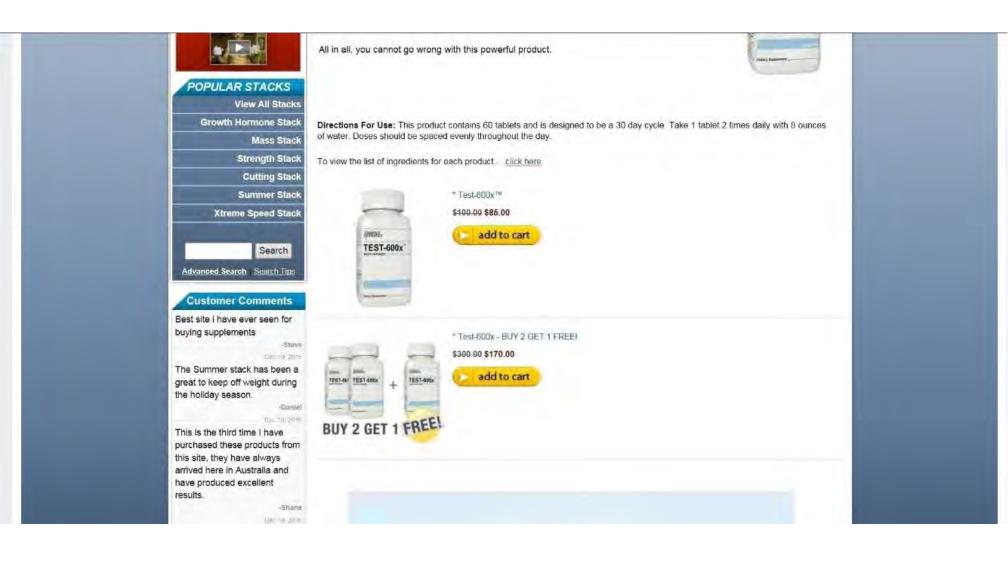
Gelatin Capsule

Magnesium Stearate









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-Darko

Dec 19, 2016

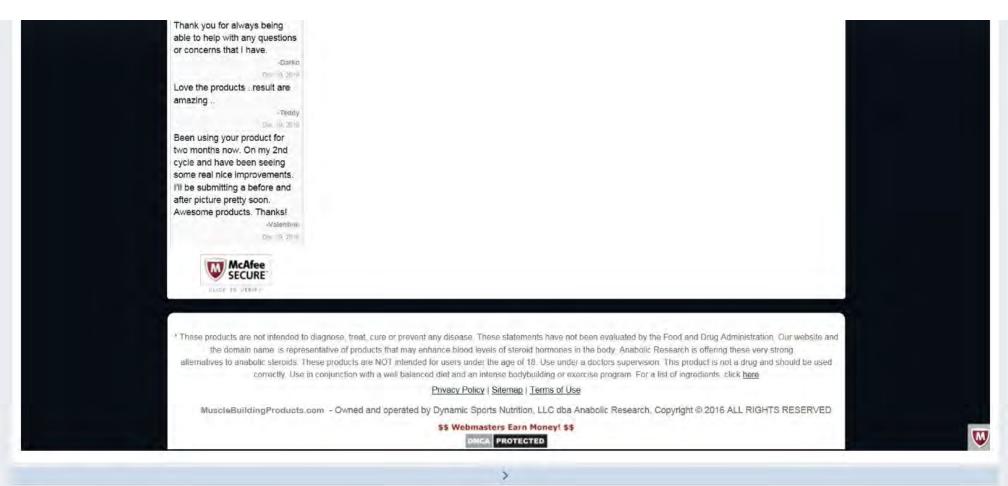
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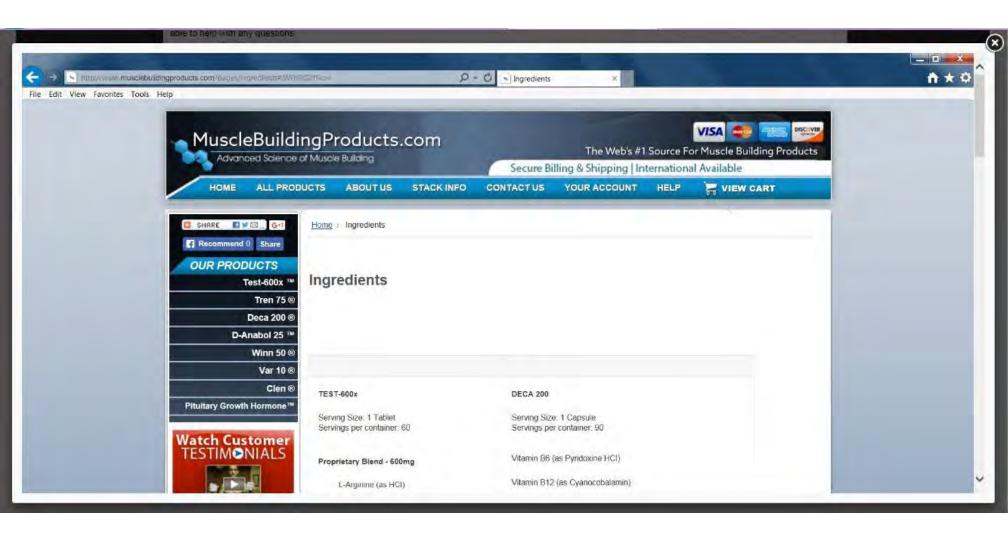
> -Teddy Dec 19, 2016

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D-ANABOL 25

Serving Size. 1 Capsule Servings per container, 90

Metandesenolone Proprietary Blend - 429.3 mg

L-Arginine HCL

Rhodiola Root Powder

Fenugreek Seed Extract

Cyanotis Vaga Extract

.....

Inosine

Clary Sage Leaf Extract

Other Ingredients

Gelatin Capsule

Magnesium Stearate

Tribulus Fruit Powder

Maca Root Powder

Eurycoma Longfolia (Long Jack) Fruit Powder

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DiCalcium Phoshphate

Micro Crystaline Cellulose

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Pharmaceutical Claze (Shellac, Povidone)

Nandeconate Proprietary Blend - 229.9 mg

Beta Hydroxy Beta methylbutyrate Calcium Salt (Calcium HMB)

 (\mathbf{x})

Eurycoma Longfolia Fruit Extract

L-CarnosineMagnesium 54%

Other Ingredients

Gelatin Capsule

Magnesium Stearate

Dicalcium Phosphate

WINN-60

Serving Size. 1 Capsule Servings per container, 90

Vitamin B12 (as Cyanocobalamin)

Iron (as Amino Acid Chelate)

Vanazolol Proprietary Blend - 356.35 mg

Caffeine

Dandelion Root Powder

DHEA (Dehydroepiandrosterone)

Vanadium (as Vanadyl Sulfate)

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Magnesium Stearate

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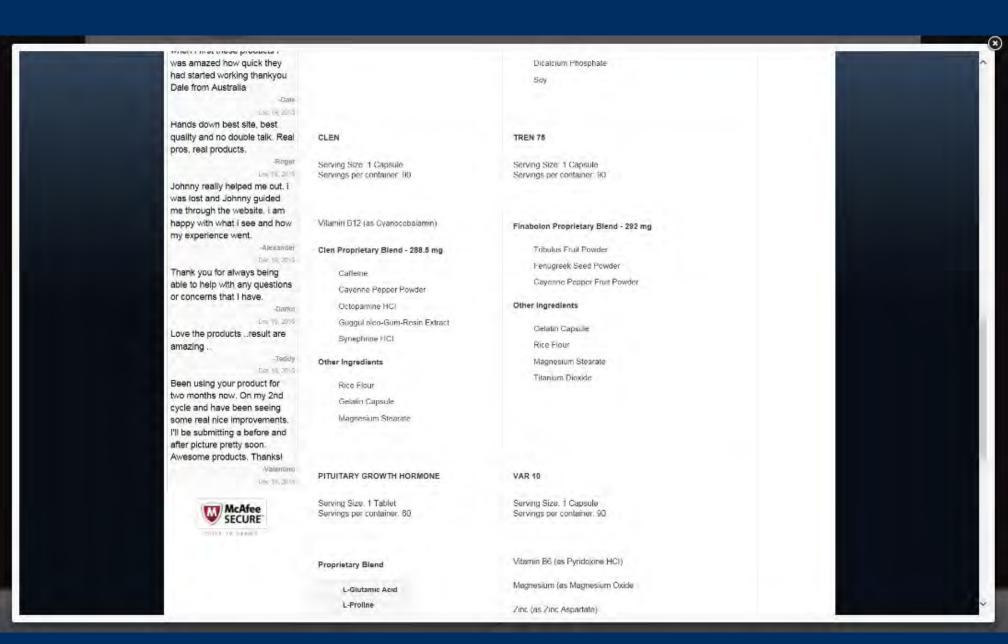
-Shahei

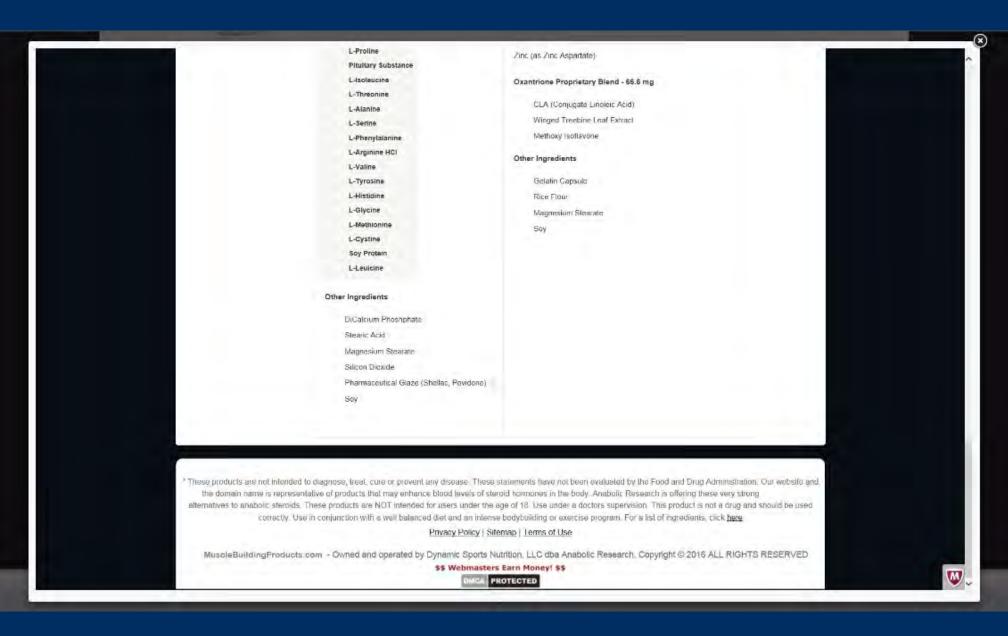
Dec 19, 2016

The information your site provided was very educational and helpful. It helped me to decide to buy the right product for me and my wife.

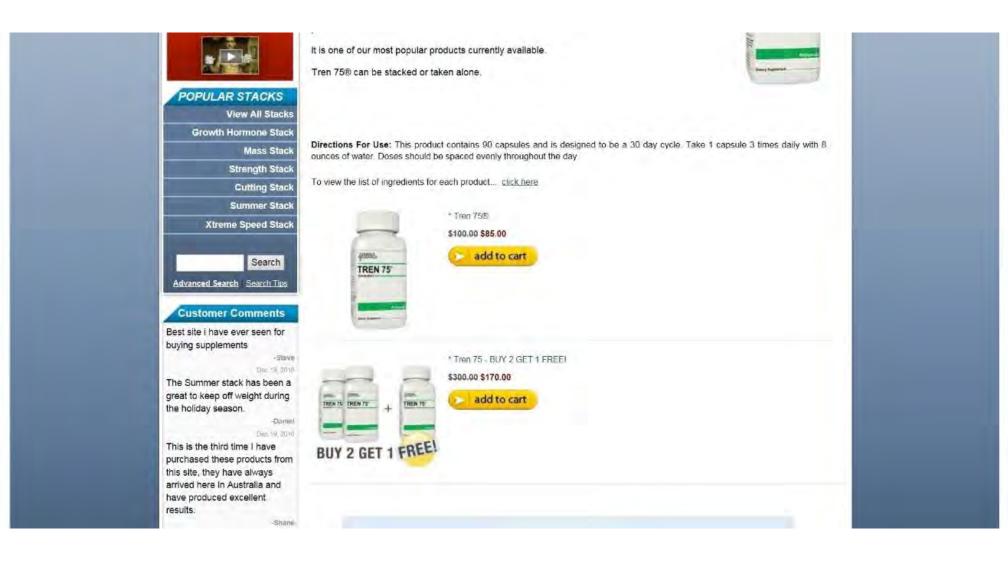
> -Sandra Dec 19, 2006

when I first these products I

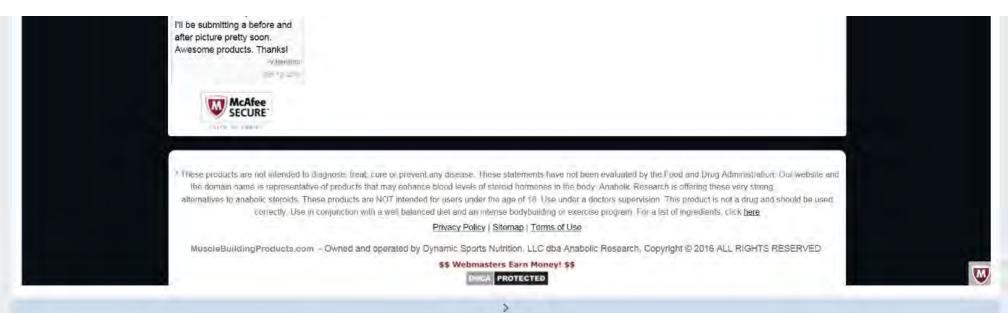


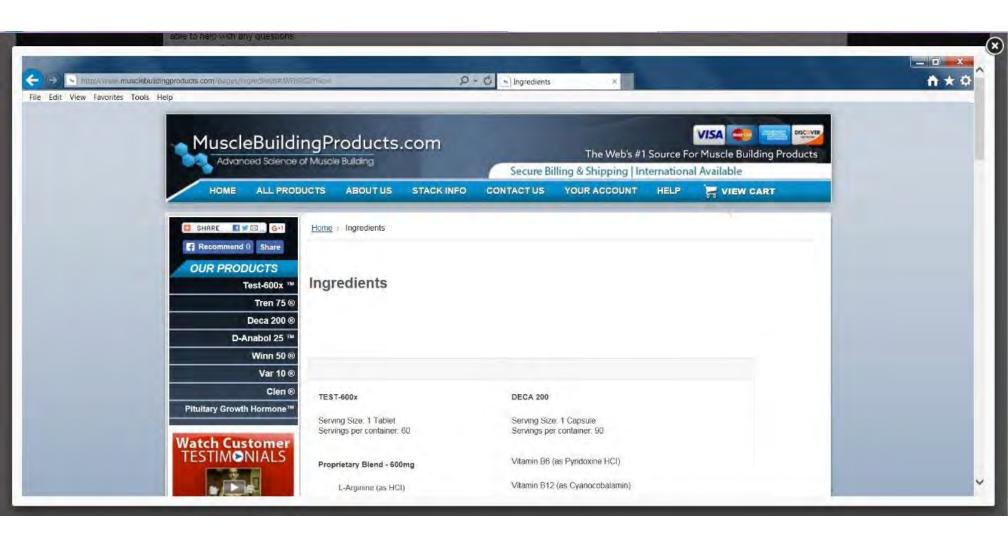












Note: If the respondent clicked on the ingredient link, a popup still image of the ingredient page appeared on the screen.



Tribulus Fruit Powder

Caffeine

Maca Root Powder

Eurycoma Longfolia (Long Jack) Fruit Powder

Other Ingredients

Steanic Acid

DiCalcium Phoshphate

Micro Crystaline Cellulose

Magnesium Stearate

Croscarmellose Sodium

Silicon Di Oxide

Pharmaceutical Claze (Shellac, Povidone)

Gelatin Capsule

Other Ingredients

Magnesium Stearate

Nandeconate Proprietary Blend - 229.9 mg

Eurycoma Longfolia Fruit Extract

L-CarnosineMagnesium 54%

Beta Hydroxy Beta methylbutyrate Calcium Salt (Calcium HMB)

 (\mathbf{x})

Dicalcium Phosphate

Customer Comments

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Disc 10, 2016

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Doc 19, 2016

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D-ANABOL 25

Serving Size, 1 Capsule Servings per container, 90

Metandesenolone Proprietary Blend - 429.3 mg

L-Arginine HCL

Rhodiola Root Powder

Fenugreek Seed Extract

Cyanotis Vaga Extract

inosine

Clary Sage Leaf Extract

Other Ingredients

Gelatin Capsule

Magnesium Stearate

WINN-60

Serving Size. 1 Capsule Servings per container, 90

Vitamin B12 (as Cyanocobalamin)

Iron (as Amino Acid Chelate)

Vanazolol Proprietary Blend - 356.35 mg

Caffeine

Dandelion Root Powder

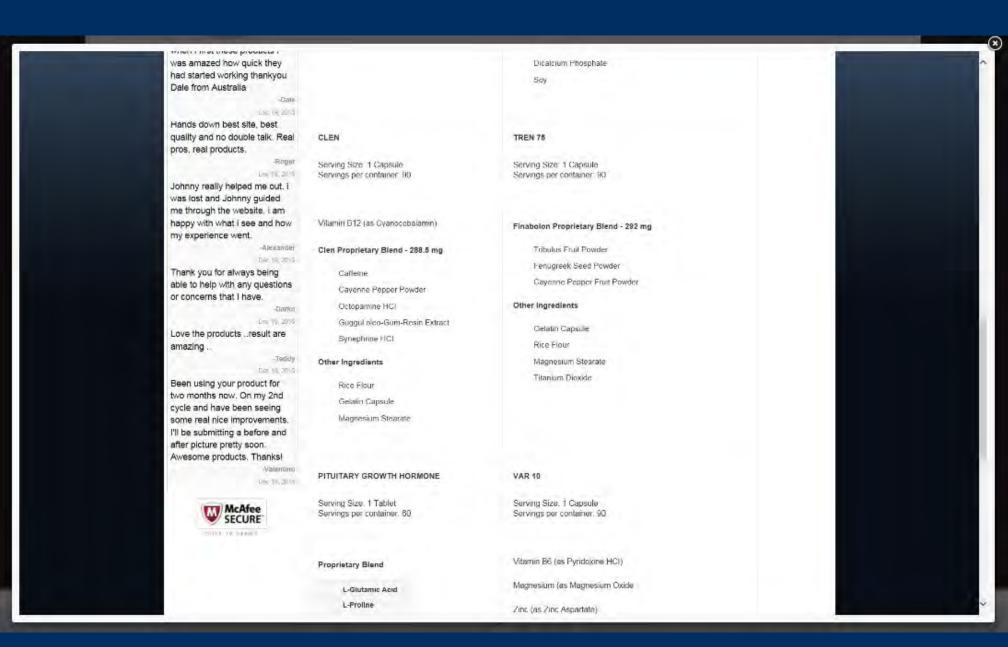
DHEA (Dehydroepiandrosterone)

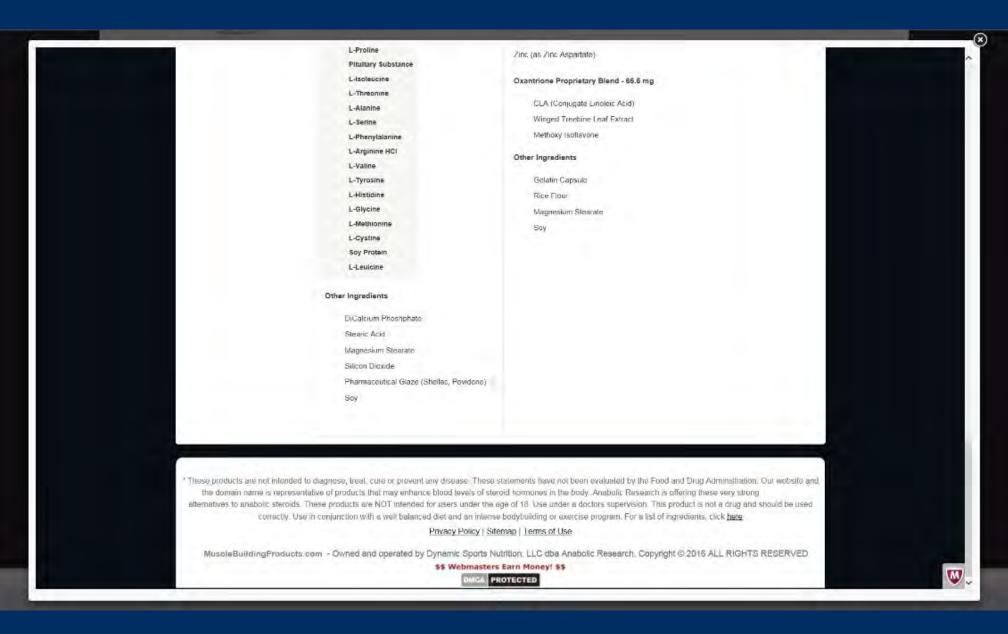
Vanadium (as Vanadyl Sulfate)

Other Ingredients

Gelatin Capsule

Magnesium Stearate





able to see the webpage clear	24	

Tren 75	
D-Anabol 25	
Clen	
Test 600x	
Other (Please Specify)	
Don't know/No opinion	



	webpage convey about CLEN?	
1 mm		

vey about D-ANABOL 25?	
>	
V	vey about D-ANABOL 25?

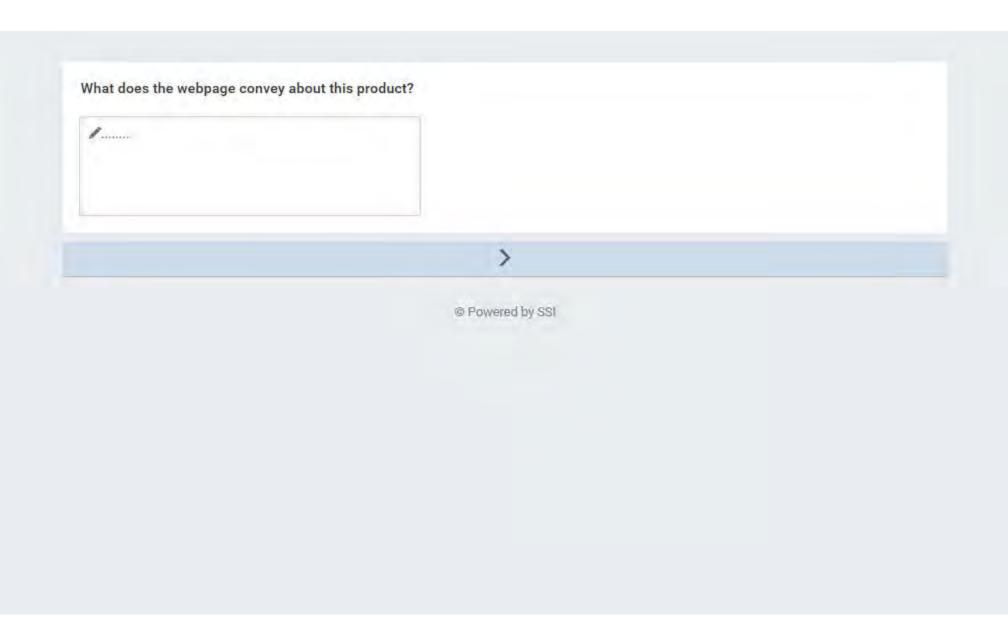
what else, if anything, did the w	ebpage convey about D-ANABOL 25?	
/		
	>	

What does the webpage convey about TEST 600x?	
1	
	A.
	>

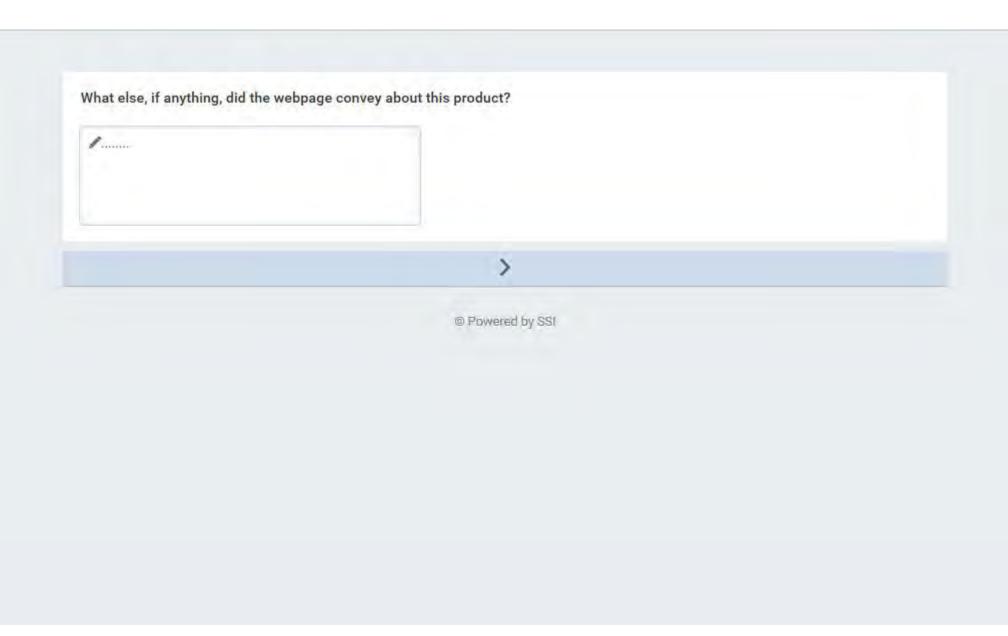
What else, if anything, did	the webpage convey about TEST 600x?	
I		
	- 8	

	about TREN 75?	
/		

3, 3, 3, 3, 3, 3, 3, 3, 3, 3, 3, 3, 3, 3	webpage convey about TREN 75		
/			



Note: "This product" appeared if the respondent did not correctly identify the product.

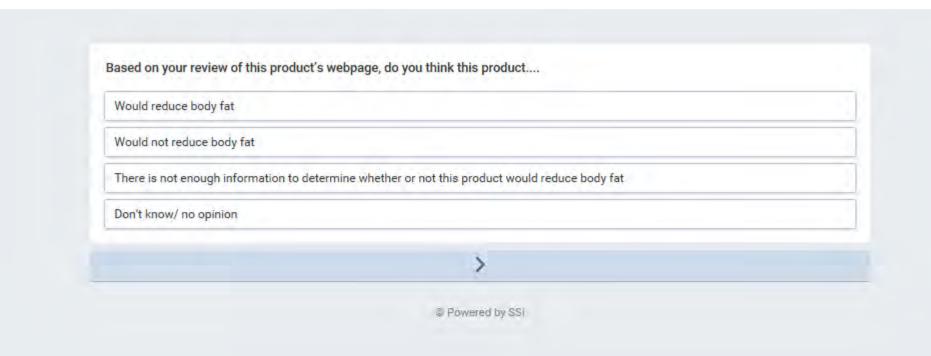


Note: "This product" appeared if the respondent did not correctly identify the product.

Would not increase flexibility		
Would increase flexibility		
There is not enough information	n to determine whether or not this product would increase flexibility	
Don't know/ no opinion		

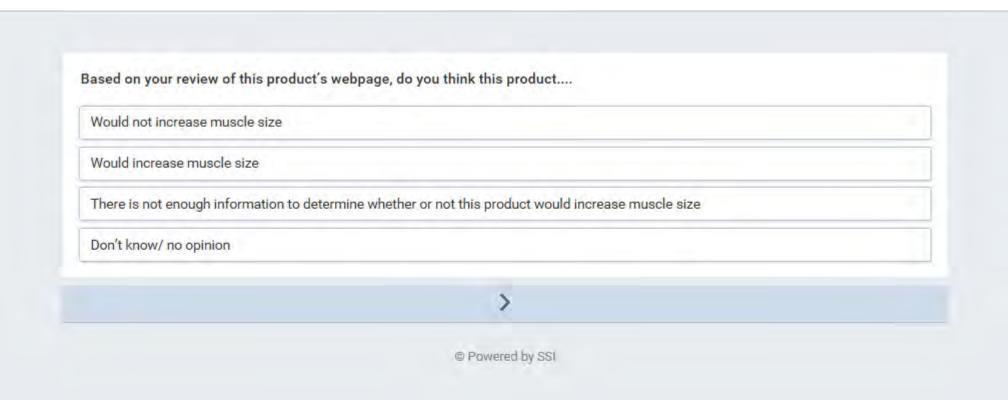
Note: Randomized order of the first two response options.

What makes you say that?	
/	



Note: (1) Randomized order of the first two response options. (2) Only respondents in the Clen, Test 600x, or Tren 75 conditions saw this question.

What makes you say that?	
/	



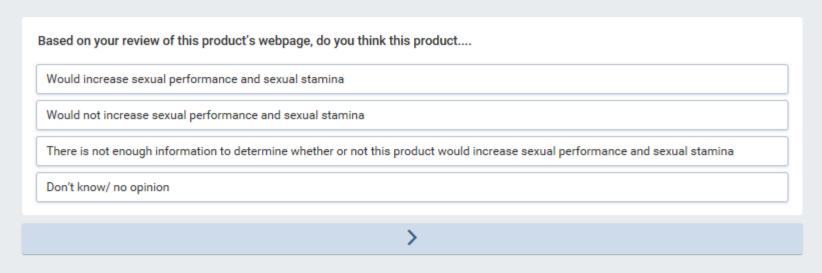
Note: (1) Randomized order of the first two response options. (2) Only respondents in the D-Anabol 25, Test 600x, or Tren 75 conditions saw this question.

What makes you say that?		
/		

Would not increase strength		
Would increase strength		
There is not enough information t	determine whether or not this product would increase strength	
Don't know/ no opinion		

Note: (1) Randomized order of the first two response options. (2) Only respondents in the D-Anabol 25 or Test 600x conditions saw this question.

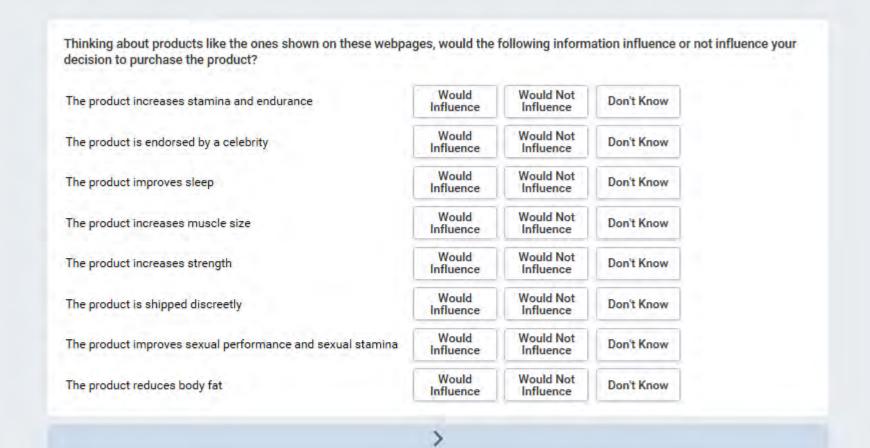
What makes you say that?	
/	

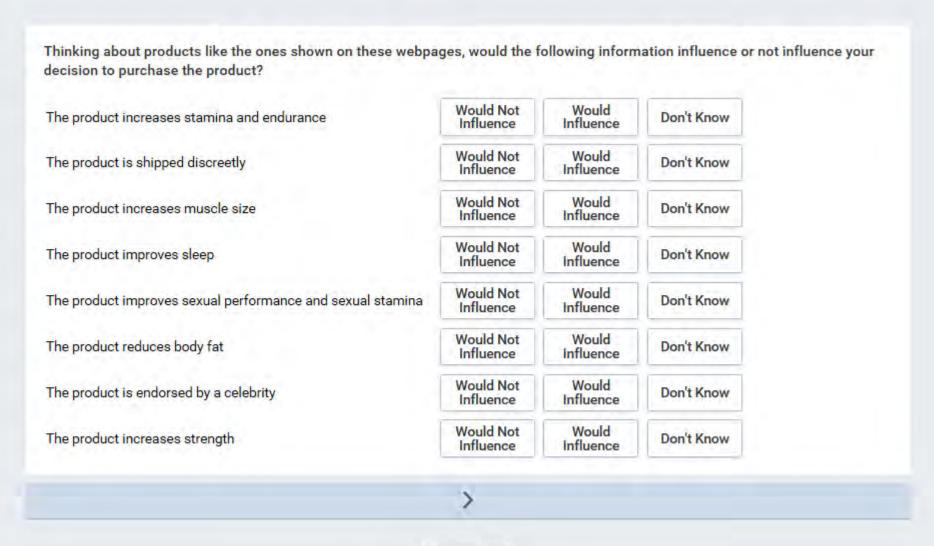


What makes you say that?	
/	

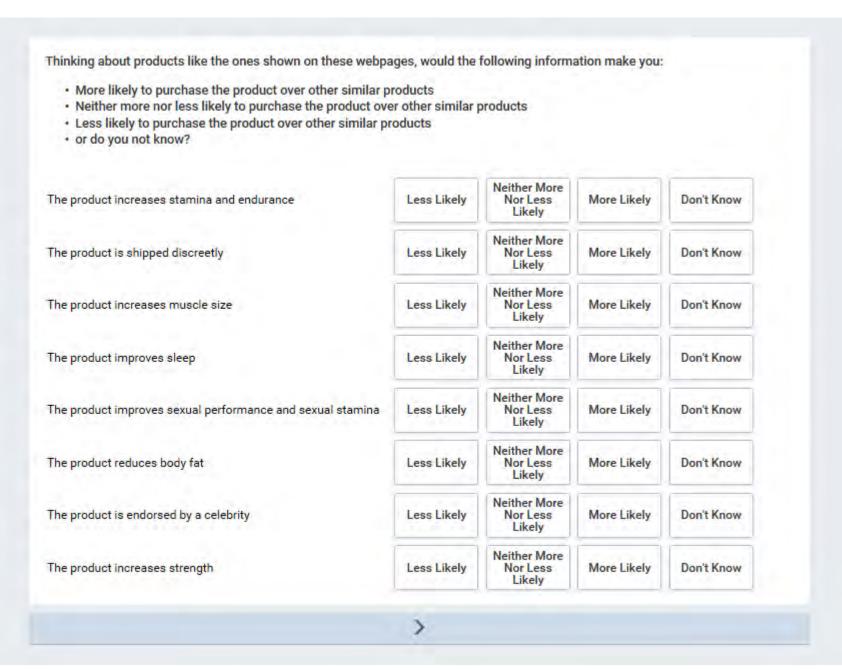
Based on your review of this product's webpage, do you think this product	
Would not increase stamina and endurance	
Would increase stamina and endurance	
There is not enough information to determine whether or not this product would increase stamina and endurance	
Don't know/ no opinion	
>	

What makes you say that?		
/		



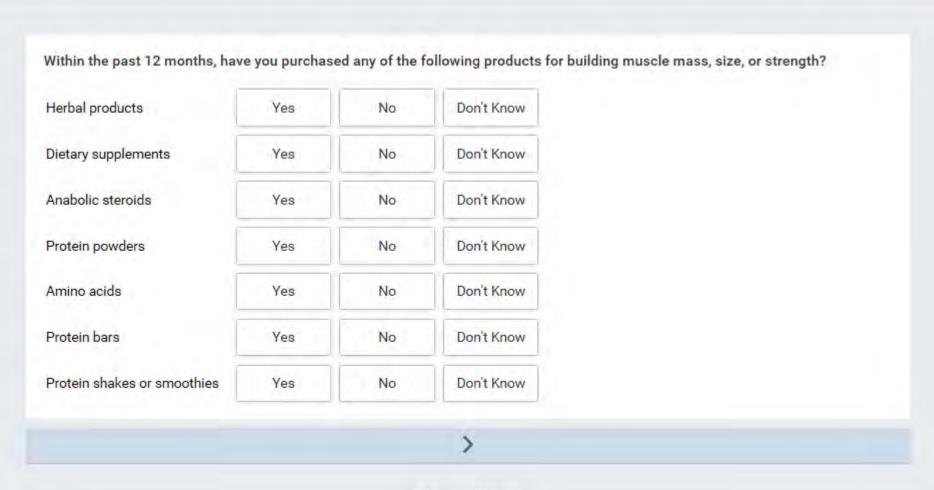


Note: The first two columns rotated order.





extremely Important	
/ery Important	
Somewhat Important	
Not at all Important	
Oon't know/Not sure	



strength?				
Herbal products	Yes	No	Don't Know	
Dietary supplements	Yes	No	Don't Know	
Anabolic steroids	Yes	No	Don't Know	
Protein powders	Yes	No	Don't Know	
Amino acids	Yes	No	Don't Know	
Protein bars	Yes	No	Don't Know	
Protein shakes or smoothies	Yes	No	Don't Know	

At any time during this	survey, did you open any other windows or tabs on this computer?	
Yes		
No		

At any time during this surve	y, did you use any other computer?	
Yes		
No		

t any time during this survey,	did you look at or use any hand-held electronic device, such as a cell phone or tablet computer?
Yes	
No	
	>

Yes	
723/	
No	

trany time during tims	urvey, did you view any written material (other than this surve	77:
Yes		
No		

Yes	
No	